JUNE 12, 1950

BROADCASTING TELECASTING

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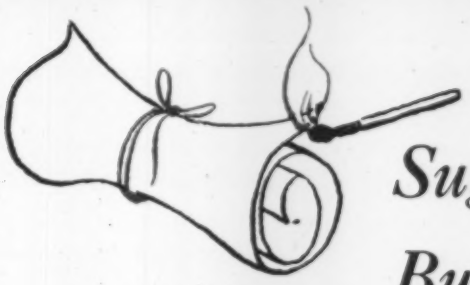


Sugar Grove Burns a Mortgage...

and WLS is there to Help

The maple sugar that came from the grove of sugar maples was boiled down in copper kettles—and early settlers called the little Kane County, Illinois, community "Sugar Grove."

More than a century later, one of these copper kettles served a different purpose. Last month—it was used to burn a mortgage written in 1930, when the rural community had built itself a community building to serve the rich agricultural area around it.

WLS remembers the dedication of that community building in 1930 . . . for WLS was there to help. Not a year has passed by since without some service to the community building and its users from the neighborly 50,000-watt radio station in Chicago.

When it came time to burn the mortgage, Sugar Grove folks turned naturally to WLS for help in planning the ceremony . . . and for the principal speaker. Arthur C. Page, WLS Farm Program Director, met with the local committee, then made the inspirational talk of the day.

Here is a 20-year story of service to a community—a story you can multiply by 500 for all the towns in four states who depend on WLS for help when they need it, as well as for entertainment and service. Multiply by 500—and you will have the sum of service rendered accounting for the intense loyalty of Midwest people to "their" radio station, WLS—and for the often startling success of the firms who advertise on WLS, because advertising results are predicated on listener loyalty.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7
CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Kentuckiana's ONLY
FOOD MERCHANDISING SHOW
NOW GOES 5 DAYS A WEEK!

COFFEE CALL

MONDAY THRU FRIDAY
BEGINNING JULY 3

PARTICIPATIONS NOW AVAILABLE

50 GUESTS IN ELEVEN MONTHS *(as a 3-day-a-week show)*

The Kentuckiana Market Basket
1949 Food Sales
$474,196,000

LET YOUR PETRY MAN TELL YOU ALL THE FACTS—

★ *Top Hooperated (6.6 Dec. '49 thru April '50)*
★ *Store Merchandising* ★ *Listener Contests*
★ *Prizes* ★ *Audience Participation*
★ *Product Displays*

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

The Meat Packer Works with a Small Net

Money may talk, as they say, but what does a buck ever say these days except good-bye?

Talk or not, the dollar is supposed to earn its keep before it takes wing. In business that "keep" is spelled p-r-o-f-i-t-s.

A side light on the American meat industry

Meat packers largely depend on two things to earn a profit—top efficiency and fast turnover of a lot of dollars in buying livestock and selling it as meat and by-products.

The buck invested in the packing industry is turned over so many times a year that it gets dizzy.

Let's look at profits this way:

Over the past decade, yearly earnings of meat packing firms averaged just a little over seven cents on the invested dollar.

Look at profit as a per cent of what the packer receives from the sale of meat and by-products. Over the same ten-year period, it has averaged one and one-third cents per dollar. And meat packers were able to do this well only because they could find buyers for so many of the by-products of meat handling.

What does all this prove? That while the packing industry moves meat from farm to store at a lower service cost than almost any other food by reason of efficient methods and quick turnover, it manages to make the dollar earn its keep.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • *Members throughout the U. S.*

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

WASHINGTON'S vaunted gossip factory, at close of business Friday, was astir with report that anti-trust proceedings shortly would be instituted involving issues that would make a pigmy of *Lorain-Journal* case wherein newspaper publisher is charged with refusal to accept advertising from customers of radio and newspaper competitors. Whether it's another newspaper-radio situation, or something akin to competitive issue in another field, or whether it will strike at radio at all, couldn't be ascertained. Simple comment was that "it'll be something tremendous."

IF CUSTOMARY procedures are followed, Walter A. Buck, operating vice president of RCA-Victor, should move into executive vice presidency succeeding late John G. (Joe) Wilson [BROADCASTING, June 5]. RCA-Victor board meets June 22 at which time vacancy might be filled. Admiral Buck, who retired from Navy in 1948 after 30 years' service, became president of Radiomarine Corp. of America, and was elected operating vice president of Victor in January 1949.

NORMAN BOGGS, general manager of WMCA New York, has renewed management contract with President-Owner Nathan Straus for five years. Original arrangement was for two years. Ralph L. Atlass, midwest station owner and executive, continues in consulting capacity with New York independent.

EDGAR KOBAK, former MBS president, being retained by Walter Evans, president of Westinghouse Radio Stations Inc., as general business consultant.

AM FEARS that FCC may move to substitute FM for AM were engendered by one-sentence question in RMA speech of FCC Chairman Coy, who gave FM its biggest boost in months (see story page 20). Fearsome sentence: "Can we continue to justify our tolerance of these [interference] defects in AM when we have at hand another system of sound broadcasting—FM—that has none of these defects and has, moreover, some other highly desirable advantages?"

IT'S EVEN money that Mutual board at its meeting today in New York will follow lead of CBS and ABC and withdraw from NAB. Involved directly is $5,000 annual network membership fee, since, as cooperatively-owned network, MBS has no owned or operated stations.

QUESTION of West Coast alignment of Mutual also expected to be surveyed by MBS board, in light of impending sale of Don Lee, West Coast segment of network and contractor for entire coastal-mountain state area, as well as holder of 19% in MBS. If independent group acquires Don Lee radio holdings (story page 26) presumably no affiliation changes would be involved. Should CBS, also reportedly an avid bidder for TV and Don Lee head-

(Continued on page 90)

Upcoming

June 12-13: MBS Board of Directors, New York.
June 12-13: Radio Farm Directors Convention, Administration Bldg., Washington.
June 17: Radio News Editors' Conference, Kent State U., Kent, Ohio.
June 19: NAB Board Indoctrination, NAB Hdqrs., Washington.
June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.
(Other Upcomings on page 72)

Bulletins

ARMOUR & Co., Chicago, begins sponsorship today (Monday) of spots in 16 major markets for Dial soap, and June 19 in 14 areas for Chiffon soap flakes, each for six weeks. Foote, Cone & Belding is agency.

PURITY BAKERIES, Chicago, for Grennan cakes, will sponsor 25 to 30 spots weekly in each of 12 major markets starting June 19 for 12 and 13 weeks. Agency, Young & Rubicam, same city.

REXALL DRUG Co., through BBDO, to sponsor, effective June 14, *Richard Diamond, Private Detective*, on NBC, Wed., 10:30-11 p.m.

FOURTH GROUP ENTERS DON LEE BIDDING

ENTRY of fourth group into bidding for radio-TV properties of Thomas S. Lee estate announced Friday through Maxwell Sturges, Beverly Hills attorney. Fourth group said to consist of Los Angeles and New York interests and to include Floyd Odlum, head of Atlas Corp.

Mr. Sturges told BROADCASTING that after thoroughly appraising properties group would bid for entire Don Lee Broadcasting System including owned stations, Hollywood building, transmitter site on Mt. Wilson and Mt. Lee property. Pacific Northwest Broadcasting Co., controlled by Don Lee, and MBS stock also involved. It was understood bids would be accepted by Ben H. Brown, special administrator of estate, through today (Monday). Bidders who filed previously: CBS, Oilman Ed Pauley, Liberty Broadcasting System (earlier story, page 26).

AMA'S $300,000 RADIO DRIVE

AMERICAN MEDICAL ASSN. will spend $300,000 in radio starting next October in national campaign totaling $1,110,000, public relations firm of Whittaker & Baxter announced Friday in Chicago. Spots will be bought by Russel M. Seeds Agency, also Chicago, on some 300 stations in every state and in Hawaii and Alaska. Purpose is to promote voluntary health insurance and "alert people to danger of socialized medicine and threatening trend toward state socialism." Other allocations—newspapers, $560,000; national magazines, $250,000.

Business Briefly

A&P TEA ● Great Atlantic & Pacific Tea Co. now running two-week campaign on 18 stations for cantaloupes, planning to start spot schedule in July on 60 stations for iced tea. Agency, Paris & Peart, New York.

MORE SURF SPOTS ● Lever Brothers (Surf) planning to add 30 stations to present list for spot schedule starting July 6 and running rest of year. Agency, N. W. Ayer & Son, New York.

SHOE ADDITION ● International Shoe Co., St. Louis, adds 15 non-cable stations to its portion of NBC-TV *Howdy Doody*, effective Aug. 2, Wed., 5:45-6 p.m. Live show carried by 26 stations. Agency, Henri, Hurst & McDonald, Chicago.

SEEKS SPOTS ● Boye-Midway Inc., (Auto Brite cleanser), through Earl W. Bothwell Inc., New York, looking for spot announcement availabilities for possible campaign.

LABOR RENEWAL ● Amalgamated Clothing Workers of America renews for 13 weeks *America's Town Meeting* on ABC (New York, Washington), Tues, 9-9:30 p.m. Agency, Ben Sackheim Inc., New York.

CLUB CONTINUED ● General Mills, Minneapolis, renews for 52 weeks 9-9:15 a.m. portion of ABC *Breakfast Club*, Mon.-Fri.

STALEY'S DEBUT ● Staley Mfg. Co., Decatur, Ill., to enter TV first time in late summer with live and film spots in four large cities on behalf of Stass Liquid Starch. Agency, Ruthrauff & Ryan, Chicago.

DON PETTY RESIGNS AS NAB GENERAL COUNSEL

DON PETTY, NAB general counsel since January 1946, resigned Friday to devote all his time to law practice in Los Angeles. He is member of firm of McClean & Petty. In early part of his NAB service he operated fulltime but for more than year has been serving NAB as general counsel on parttime basis.

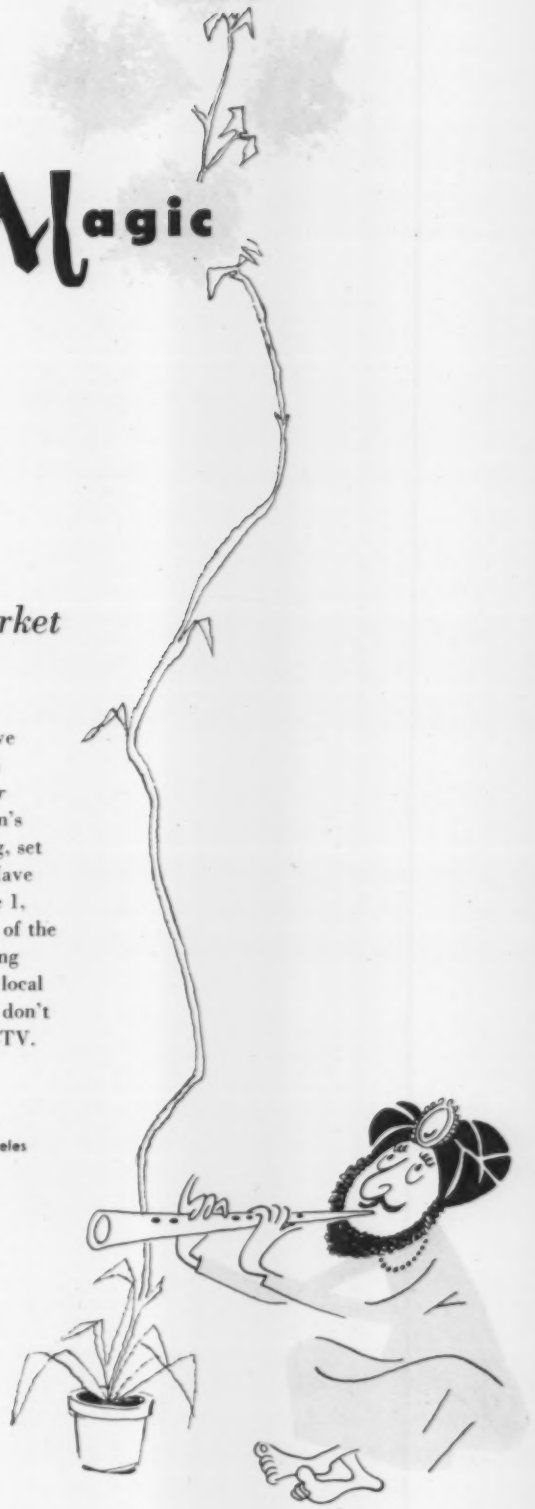
In letter to NAB President Justin Miller Mr. Petty said he had considered it privilege to participate in cross-section of industry problems but explained compelling demands of his private law practice forced resignation.

Judge Miller said he accepted resignation "with distinct feeling of loss" and recalled his association with Mr. Petty over long period. Mr. Petty was student at U. of Southern California School of Law when Judge Miller was dean. NAB president recalled Mr. Petty instigated nationwide series of radio law clinics as one of contributions to industry. Mr. Petty served in Navy during war as lieutenant commander.

CANDY CAMPAIGN

BARRICINI CANDY, through Lightfoot Adv., New York, readying radio spot campaign for Coffee Tee Vees, confection to be promoted as snack while watching television.

Growing Like Magic



The WDEL-TV audience in the rich Wilmington, Delaware market

In twelve months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth of this market—*fifth in per capita income*—make WDEL-TV one of the nation's top television buys. In the first year of telecasting, set sales in its area have jumped more than *700%!* Have risen from only 4,867 in May 1949 to 36,532 June 1, 1950. Advertisers can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.

Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

A Steinman Station

WDEL-TV
CHANNEL 7
Wilmington • Delaware

NBC
TV • Affiliate

Celebrating:

- **THE 2nd TELECAST OF THE GREAT 500-MILE RACE AT INDIANAPOLIS**
- **THE 1800% INCREASE IN TELEVISION SETS INSTALLED IN OUR COVERAGE AREA!**

● Television-fever has taken a firm grip on the Hoosier family circle in its first year, via WFBM-TV. When this pioneer station's first program, the 500-Mile Speedway Race, was telecast a year ago, only 2500 TV receiving sets were installed in WFBM's TV area. But, even then, 1200 telephone calls, letters and telegrams of thanks were received by the station—some from as far away as Cincinnati, Ohio, Louisville, Kentucky, Chicago, Illinois and Niles, Michigan.

Today, recent surveys show that 47,500 television sets are installed in this station's TV area—an increase of more than 1800% compared to a year ago. Hoosiers have learned that the best entertainment in the world can be enjoyed in their own living rooms—via WFBM-TV. AND . . . *Hoosiers have money to spend for your product!* Show it . . . and SELL IT . . . on WFBM-TV!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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IN THIS BROADCASTING . . .

NBC, Chesterfield Get Hope	15
KFI Asks Employe Loyalty Oath	15
'Broadcasting's' 1950 'Marketbook' Ready in August	16
F&P Holds National Spot Clinic	17
Headaches Face NAB Board at June 20-22 Meeting	18
Liberty Plans Nationwide Coverage	18
Ads, Women and Boxtops . . . By Duane Jones	19
RMA Reorganizes During Annual Convention	20
B&B Realigns, Goshorn Named Board Chairman	20
Radio-TV Ad Code Nears Completion, BBB Hears	22
Procedure Question Delays Richards Case	24
NAB Replies to FCC on NARBA	68
McBride Affairs Aired in WMIE Case	72

Te'ecasting Section Page 47

DEPARTMENTS

Agencies	10	New Business	11
Allied Arts	84	News	46
Commercial	44	Open Mike	60
Editorial	40	On All Accounts	36
FCC Actions	89	Our Respects To	40
FCC Roundup	88	Production	79
Feature of Week	36	Programs	85
Management	42	Promotion	82
Network Accounts	13	Technical	66

Upcoming 72

WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Gloria Berlin.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director.* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *Central 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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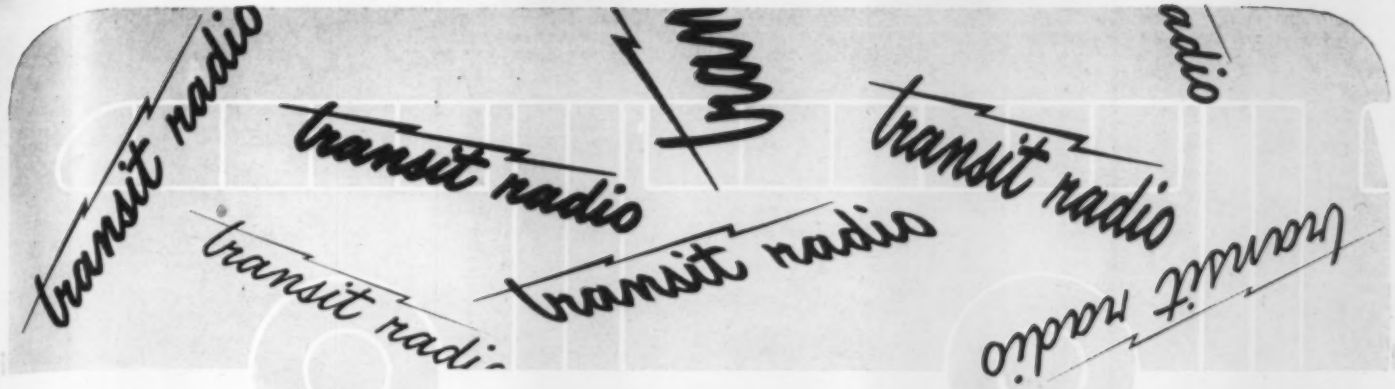


transit radio is flexible!

You can make this exciting new medium FIT—–your market-by-market problems • your sales problems • your distribution problems.

BECAUSE: You buy only as much transit radio as you need to do the job; **where** you need it—**when** you need it—beamed to **exactly** the type audience you want when they are most "in the mood" to buy or use **your** product!

Take Tacoma, for example: Here is a booming rich market, a **separate** market—one of the richest, fastest-growing markets in America— a **premium** market for **any** product! It **must** be covered if you hope to do a **full, effective** selling job in the Puget Sound country—**and** Transit Radio is your surest, most economical way of reaching Tacomans on their way to earn, or on their way to spend, **in all downtown or neighborhood stores!**

Transit Radio in Tacoma reaches 77,058 transit riders every day, 449,702 every week. Rates are low, results are terrific.

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Bradbury Heights, Md. WBUZ (and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS (and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N.J. WTOA
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

And in Tacoma: transit radio is...

KTNT

1701 SOUTH 11th ST. MARKET 7181

"Owned and operated by The Tacoma News Tribune"

For complete details on audience, rates, availabilities, success stories, phone—wire—write

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES

250 PARK AVE., NEW YORK, N.Y.—MU. H. 8-3780 • 35 E. WACKER DR., CHICAGO, ILLINOIS—FINANCIAL 6-4281 • UNION TRUST BLDG., CINCINNATI, OHIO—DUNBAR 7775

ANY ADVERTISER

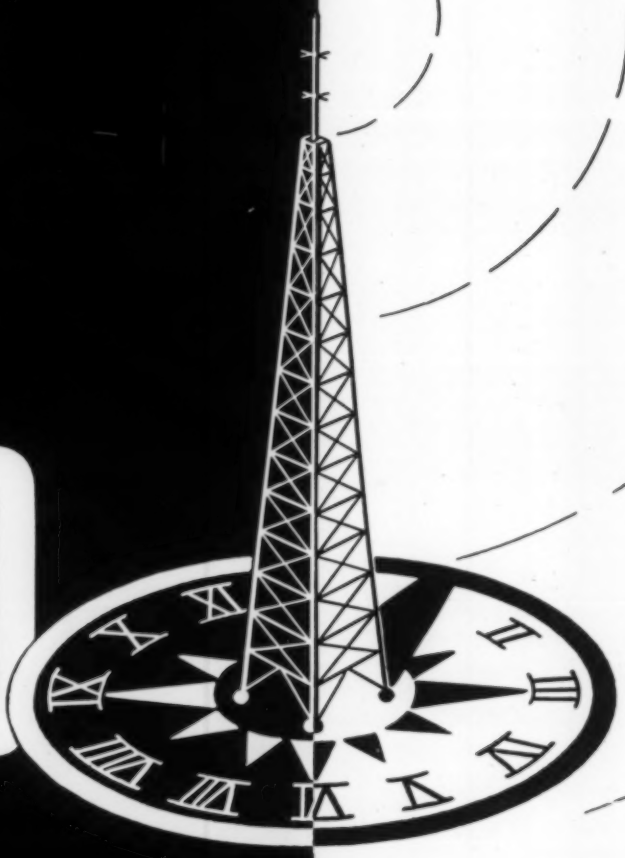
Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO



DOLLARS in DUNGAREES

Spot dollars are hard-digging workmen selling to farmers at sunrise, calling on housewives all day long and day after day. Spot grabs the spade and goes to work with news, entertainment, women's shows—built for each station's own particular listeners.

The whole wide range of radio fare is there for you to pick, *wherever* you want your dollars to dig in hardest.

Good place to start—with these proven sales-producers.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

DON'T BACK A FLYWEIGHT IN A HEAVYWEIGHT MARKET!

KOMA's 50 kilowatt punch hits hard in expanding Oklahoma. KOMA's aggressive promotion department (which costs you nothing) follows through with imaginative merchandising to RUB IN THAT HEAVYWEIGHT PUNCH.

Don't back a flyweight in the Oklahoma market. KOMA's 50 kilowatts, backed by it's many extra services consistently pays off in more sales at less cost per impression.

Remember, the smart money is on KOMA in Oklahoma. Put your money where the odds are with you . . . place your next schedule with KOMA . . . Oklahoma's heavyweight station.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Agencies

RALPH F. LINDER, managing editor of *Progressive Grocer* for past 12 years, rejoins Kenyon & Eckhardt, New York, as a vice president.

JAMES E. ROSS, formerly assistant sales promotion manager of Sunroe Refrigeration Co., appointed media director for Abner J. Gelula & Assoc., Philadelphia.

ELI COHAN, associated with Joseph Adv. Agency for past 34 years, opens his own agency under his name in Cincinnati. **ROBERT COHAN,** his son, June graduate of Ohio State U., joins firm. Offices are in 917 Schmidt Bldg.

Mr. Cohan

THEODORE BARKUS Agency and **HARRY BORTNICK Adv.,** both Philadelphia, merge into **Harry Bortnick Adv. Agency.** Mr. Barkus is partner and vice president in charge of new accounts. All personnel and clients presently being served by Barkus agency are included in merger.

DOROTHY FREEMAN, formerly with Los Angeles office of Erwin, Wasey & Co., joins Edward S. Kellogg Co., same city, in charge of production and media.

MARGUERITE LEONARDI, formerly with Duane Jones Co., New York, joins William Von Zehle & Co., also New York, as account executive.

JOHN B. HOLMES, former media director of McCann-Erickson, Chicago, and **EDWIN J. HUGHES JR.,** former Foote, Cone & Belding account executive in Chicago and Detroit, join national sales staff of Movie Advertising Bureau, Chicago. Mr. Holmes was also with Lord & Thomas and Foote, Cone & Belding.

L. T. (Ted) STEELE, vice president and general manager of West Coast operations for Benton & Bowles Inc., is in New York for four weeks conferences regarding his transfer to agency's office there sometime in early fall. His new position will be announced after his return to Hollywood. **AL KAYE,** vice president in charge of West Coast radio for B&B, will replace Mr. Steele as agency manager on West Coast.

Mr. Steele

JOHN NEAL, former program director and production manager of WINS New York, joins Product Services Group Inc., New York advertising agency, as creative director on plans board and account executive. He also will produce radio and television shows for agency.

CONNIE ADAMS JR., formerly assistant production manager of Chicago office of Fuller & Smith & Ross Inc., named director of mechanical production for agency.

STUART LUDLUM, formerly with Blackett-Sample-Hummert and McCann-Erickson, joins Duane Jones Co., New York, as television director. **WALTER WARE** will continue as supervisor in television production.

RUTH JONES, timebuyer with Benton & Bowles, New York, named supervisor of all media on Procter & Gamble's Tide. **JEAN LAWLER,** formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins B&B to succeed Miss Jones in timebuying department.

J. V. K. HARGER and **JIM RUTTENCUTTER,** of Wank & Wank Adv., San Francisco, named vice presidents. Two new additions to agency's San Francisco staff are **DAVID ORTHWEIN,** account executive, formerly with Bureau of Advertising, ANPA New York, and **ALFRED GROSS,** copywriter, formerly with E. R. Squibb & Sons, New York.

NORINE FREEMAN resigns as radio-television director of W. B. Doner Agency, Chicago. She will announce plans later.

BLAISDELL GATES, formerly with Abbott Kimball Co., San Francisco, joins Bernard B. Schnitzer Inc., same city, as account executive.

JOHN H. HAIGHT, formerly with Benton & Bowles, New York, joins media department of Ted Bates Inc., New York.

JAMES W. KOZY, account executive with Guy-Lee Organization, Palo Alto, Calif., named a partner.

MARSHALL HURT, formerly with Walter Weir Inc., New York, and vice president of Bauerlein Adv., New Orleans, joins Lewis Edwin Ryan, Washington, as account executive. He previously was with McCann-Erickson, Elmo Roper and Wendell P. Colton Co., New York.

KAY SPAHN, formerly with WCCO Minneapolis, joins BBDO, same city, as assistant timebuyer.

THE SHOE FITS. And the promotion fits, too. Here's Jim Martin, WGAR newscaster at Thom McAn with a WGAR point-of-purchase display poster publicizing his daily newscast sponsored by Thom McAn Stores. *WGAR believes in promotion.*

RECORDS SOAR . . . on WGAR's midnight platter show, "Morgan's Musical Inn". Requests for musical numbers pour in to record-catching Hal Morgan. One record stands at 655 telegrams in 70 minutes! *Listeners respond to WGAR . . .* morning, noon or midnight.

in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO

A WGAR SPONSOR . . . Mr. Allen C. Knowles, President of South Side Federal Savings & Loan Association. Mr. Knowles is also Class A Director of Federal Home Loan Bank, Cincinnati, and member of Committee on Ethics, National Savings & Loan League. *South Side Federal has been a WGAR advertiser since 1942.*

REAP THE HARVEST . . . the rich rural area served by WGAR. WGAR's "Farm Report" is now available for sponsorship. Dick Kathe, WGAR's farm director, travels over 2000 miles every month to gather on-the-spot interviews, farm news and market reports. Through WGAR's "Farm Report" you reach *more* farmers, *more* quickly, *more* often, *more* economically. *Ask about it.*

RADIO . . . America's Greatest Advertising Medium

WGAR Cleveland . . . 50,000 watts . . . CBS **Represented Nationally by Edward Petry & Company**

In San Francisco

They get together at her place

The address is 740 on the dial... where in just six months Jane Todd has become San Francisco's *first* lady of radio. *With a 23% higher rating than any other local woman's show!**

All because San Francisco women know KCBS' Jane Todd talks their language. She tells 'em *and sells 'em!* When Jane mentions a book or a play, a dress or dessert, cash registers ring a merry chorus.

Nice work anywhere but even better in San Francisco, *where people have more money to spend per capita than in any large city in the nation!**

If you sell a product women buy, come on over to Jane's place. Let us introduce you to the *first* lady in America's seventh market today.†

San Francisco
Columbia's Key to the Golden Gate
Represented by Radio Sales

*Pulse of San Francisco, March-April 1950
*Sales Management Survey of Buying Power, May 1950
†Jane Todd, Mon. through Sat., 4:45 to 5:00 p.m.

New Business

ECONOMY GAS FURNACE Mfg. Co., Chicago, appoints Morris F. Swaney Inc., Chicago, as merchandising and advertising counsel. Radio and television will be used. **E. Clifford Estey** is account executive.

KAISER-FRAZER Dealers, Kansas City, sponsor *Kaiser-Frazer Sports Digest*, 10:30-10:40 p.m. nightly, on WDAF Kansas City, Mo. Agency: Russell C. Comer Co., same city.

DuMONT LABS., for its new Hanover 19-inch TV receiver, using video spots in six cities, and commercials on *Morey Amsterdam* DuMont TV Network show. Spots placed on: WBZ-TV Boston, 12; WNAC-TV Boston, 8; KTLA (TV) Los Angeles, 20; WDSU-TV New Orleans, 40; WBAP-TV Ft. Worth, 4; WGN-TV Chicago, 24. Agency: Campbell-Ewald Co., New York.

WALLACE ARNOLD TOURS LTD., Leed and London, England, motor tour organization, appoints Gordon Baird Assoc., New York, to handle its advertising.

TAYLOR-REED Co. (Coca Marsh syrup), Glenbrook, Conn., names Tracy, Kent & Co., New York, to handle TV advertising.

AMERICAN FRUIT GROWERS Inc., Los Angeles (Blue Goose fruits and vegetables), appoints Mogge-Privett Inc., same city, to direct advertising for fresh, frozen and mail order gift packages. Radio may be used.

RICE KNITTING Co., Winnipeg (sweaters), will start spot announcement campaign on Ontario and British Columbia stations in August five days weekly. Agency: McConnell, Eastman & Co., Winnipeg.

PERFEX MFG. Co., Shenandoah, Iowa (starch, bleach and cleaner), expands *Perfex Kitchen Club* to 23 stations with addition of WIBC Indianapolis; WHKC Columbus, Ohio; KFDX Wichita Falls, Tex., and KXXX Colby, Kan. Grand Rapids, Ft. Wayne and St. Louis markets will be added in late summer. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb.

ADMIRACION LABS DIV., PHARMACO Inc. appoints Grey Adv., New York, to direct advertising campaign. Media plans being completed.

PEOPLE'S CREDIT JEWELERS Ltd., Toronto (chain stores), starts its sixth season of Sunday half-hour open air songfests from Sunnyside Beach, Toronto, on CFRB Toronto, CFPL London, CHML Hamilton and CFRA Ottawa. Agency is MacLaren Adv. Co. Ltd., Toronto.

PLEASED over this landslide that resulted from requests for Allsweet Margarine box tops as proofs of purchase on KHJ Hollywood *Women Are Wonderful* show are (l to r): Henry Gerstenkorn, national advertising manager, Don Lee Network; Jane Holmes, show commentator; Jim Jepson, in charge of Allsweet sales for Swift & Co. on Pacific Coast. Over 12,722 box tops were received during the six-week period request covered, KHJ said.

Network Accounts . . .

GENERAL MILLS INC., Minneapolis, through Dancer - Fitzgerald - Sample, New York, renews for 52-weeks *Betty Crocker Magazine of the Air*, ABC, 10:30-10:45 a.m., Mon.-Fri.

OLDSMOBILE Corp. sponsor of *CBS News With Douglas Edwards*, CBS-TV, 7:30-7:45 p.m., Mon., Wed. and Fri., also will sponsor Tues. and Thurs. portions of program beginning in fall. Agency: D. P. Brother & Co., Detroit.

LUCKY LAGER Brewing Co., San Francisco, sponsors broadcast of Golden Gate Fields Handicap Saturday (5:00-5:30 p.m., PDT), June 24 on 13 Columbia Pacific Network stations in California, Arizona and Nevada. Agency: McCann-Erickson, San Francisco.

Adpeople . . .

HUGH W. HITCHCOCK, director of advertising and public relations, Packard Motor Car Co., renamed chairman of Automobile Mfr. Assn. public relations committee.

FRED SHOBE, sales supervisor of Hunt Foods Inc., Los Angeles area, promoted to assistant sales manager for Philadelphia division of firm. JIM GROOM, sales supervisor, Philadelphia office, named Midwestern States sales manager for Hunt, with headquarters in Chicago.

Willie **WISH packs a mighty wallop**

for this ALL-STAR TEAM of BASEBALL-MINDED SPONSORS

Cook's Beer
Baseball Games

SAWYER BISCUIT CO.
Dugout Interviews

Pennsylvania Motor Inn
Sunday Baseball Review

LEON TAILORING CO.
Hits, Runs & Airs

Advance Paint Products, Inc.
Hits, Runs & Airs

INDIANAPOLIS NASH, INC.
Baseball Scores

SNIDER STUDEBAKER SERVICE
Fans in the Stands

● Here, indeed, is a winning team . . . one that knows how to score in the sales department. Look them over in Indianapolis, sir. Then sign up with the winner — WISH.

New Studios—1440 N. Meridian St.

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, *Manager*
FREE & PETERS, *National Representatives*

IT'S EASY, WHEN YOU KNOW HOW!

IT takes more than a franchise and equipment to make a ball-team *or a radio station*—it takes *Know-How*.

KWKH has unequalled radio Know-How in its tri-state market . . . a Hooper-proven Know-How born of 24 years' experience.

For Mar.—Apr. '50, for example, Shreveport Hoopers gave KWKH a 77.0% higher Share of Audience than the next station, weekday mornings—55.2% higher in the afternoon—83.4% higher at night!

Also—BMB Study No. 2 proves that KWKH gets the biggest audience in the rich oil, timber and agricultural regions *around* Shreveport. KWKH's Weekly Daytime Audience shows an increase of more than 50,000 families since 1946 . . . is now over 300,000 families!

By *every* standard, KWKH is your best buy in our booming area. Ask us or The Branham Company for all the facts!

50,000 Watts • CBS •

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 24 WASHINGTON, D. C., JUNE 12, 1950 $7.00 A YEAR—25c A COPY

NBC, CHESTERFIELD GET HOPE

NBC last week signed Bob Hope to a five-year radio and television contract and at the same time sold the comedian's Tuesday night radio show to Chesterfield at a reported talent price of $30,000 a week.

The signing of the NBC-Hope contract followed by three days an announcement by Lever Bros. Co., which has been sponsoring his radio show on NBC, that it had decided not to renew his option and to drop the NBC Tuesday, 9-9:30 p.m. time in which he appeared.

A part of the agreement between NBC and Mr. Hope was reported to involve acquisition of assets in Hope Enterprises, a device that would provide the comedian with a lump sum on which he would pay capital gains taxes, which are levied at rates far under those for straight income. Hope Enterprises embraces most of the comedian's activities, excepting his syndicated newspaper column.

The contract was understood to guarantee the comedian a base income whether his program is sponsored or not and to provide him with additional payments that may be realized from sponsorship. One clause was said to establish a complicated formula for deferred payments of salary to the comedian, a further effort to minimize taxes.

Another Round in Fight

The NBC signing of Mr. Hope was another development in the intensifying struggle between CBS and NBC for talent supremacy. Within hours after the announcement of the Hope deal, it became known that *Truth or Consequences*, a long-time NBC feature, probably would move to CBS.

The probable transfer of *Truth or Consequences* from NBC to CBS was in negotiation last week. Philip Morris Co., through the Biow Co., which recently dropped sponsorship of *This Is Your Life* on NBC, was reportedly on the verge of buying *Truth or Consequences* and shifting it to CBS.

Ralph Edwards is owner and mc of *Truth or Consequences* and was similarly associated with *This Is Your Life*.

Only a fortnight ago NBC signed Groucho Marx to a $3 million contract, thus lifting him from CBS where his quiz program had become one of the network's most popular offerings. Mr. Marx's show on NBC has been sold to DeSoto Div. of Chrysler Corp., which was his sponsor on CBS.

In announcing last week's agreement between NBC and Mr. Hope, Joseph H. McConnell, NBC president, made it clear that NBC had completely reversed its tactics of two years ago, when CBS began raiding NBC talent, and was now out to outbid CBS.

NBC's Plan

"The contract with Mr. Hope," said Mr. McConnell, "is another step forward in our plans for acquiring top talent and top stars to augment our current entertainment lineup."

To get Mr. Hope under its wing, NBC not only offered him a high salary and the capital gains deal but also granted numerous technical concessions in the production of his shows.

According to Mack Miller, the comedian's personal press representative, the agreement gives Mr. Hope wide latitude in choosing whether to perform live or on recording.

"It's the most fantastic deal in radio," Mr. Miller summed it up.

Exact television plans for Mr. Hope, under the new contract, have not been disclosed, although it it believed that the agreement allows Ligget & Myers first refusal on TV appearances.

It was understood, further, that the contract assured the comedian that whenever he undertook regular television appearances, NBC would build a show for him with a minimum talent budget of $40,000 a week, of which $15,000 would go to Mr. Hope.

He still has four more special television programs to perform for Frigidaire Div. of General Motors Corp. on NBC-TV. His agreement with that sponsor was for six 90-minute shows at a reported fee to Mr. Hope personally of $40,000 for each show.

Negotiations with Mr. Hope have been pressed over a long period by Mr. McConnell and Niles Trammell, NBC chairman of the board.

Both have made trips to Hollywood to confer with the comedian, although the contract was signed last week in New York. Mr. Hope was represented by James L. Saphier, his personal representative for radio and television, and his attorney, Martin Gang.

Lever Bros. Co., following announcement that it would drop Mr. Hope, revealed fall plans to reduce is use of nighttime radio and increase its schedules in daytime radio and television.

It bought a 15-minute, five-a-week morning show with Arthur Godfrey on CBS. The Lever purchase will extend Mr. Godfrey's present 75-minute morning performances to an hour and a half.

Meanwhile, the company was reported to be hopeful of releasing *Amos 'n' Andy*, 7:30-8 p.m. on CBS. The Lever Bros. contract for the Sunday *Amos 'n' Andy* show for Rinso has another year to run, but it was understood that CBS had agreed to cancel it providing another sponsor for the program could be found.

Buys Half-Hour

The advertiser bought two evening half hours on CBS-TV, although it has not selected programs to fill them. One is 8-8:30 p.m. Mondays, the period preceding the 8:30-9 p.m. *Arthur Godfrey's Talent Scouts*, which for the past year has been simulcast over CBS and CBS-TV under sponsorship of Lever Bros. for Lipton Tea and Soups. The other television period bought by the advertiser on CBS-TV is 9:30-10 p.m. Thursdays.

Lever Bros. also sponsors weekly half hour *My Friend Irma* and 60 minute *Lux Radio Theatre* on CBS. Shift of *Lux Radio Theatre* from CBS to NBC is also a possibility. Lever Bros. recently expressed willingness to consider such a move and although the deal reportedly went cold, NBC continues to make

(Continued on page 78)

Edwards CBS-Bound

LOYALTY *KFI Los Angeles Asks Its Employes To Sign Anti-Communist Oath*

WHAT is believed to be the first instance of a broadcaster requiring a loyalty oath from station employes was reported last week.

Earle C. Anthony, president and general manager, KFI-AM-FM-TV Los Angeles, an NBC affiliate, Thursday requested each member of the stations' staff from janitor to executive to disclaim under oath any membership in the Communist Party or subversive groups.

In a statement to newsmen, Mr. Anthony said his station is "perhaps the first . . . to thus clarify completely our position in this particular matter . . . and we hope to have set a creditable example. . . ."

Asks Pledge

His request for a loyalty pledge was put in this language:

"This will be a call upon and a test of your loyalty to both the United States of America and KFI, AM, FM, and TV. We are in a business licensed by the government of the United States, with the privilege of entering thousands of private homes and we owe it to the government, no less than to the citizens of these homes, to stand clear of any affiliation, either directly or indirectly, of the Communist Party. KFI, AM, FM, and TV is simply the sum of its several parts or employees —they, and they alone, make it what it is. I must be placed in a position to now and at all times hereafter, truthfully assert that in our entire organization, there is not a single adherent to the Communist Party or any subversive group. To that end, I request that you promptly execute under oath, the enclosed formal non-Communist declaration in your own behalf."

The affidavit read: "The undersigned first being duly sworn says: I am not now and never have been a member or supporter of the Communist Party, or to my knowledge, of any organization or group advocating the principles and objectives for which that party stands. I agree that if at any time during my service with Earle C. Anthony Inc., my present position in these matters is changed, to promptly notify you of such fact."

Interviewed on the subject, Mr. Anthony said: "In these days of the strenuous effort by Communists and the agents of the Comintern to infiltrate and control if possible all media for mass-communication, including the press, I desire to be myself assured and to be in a position to assure my fellow men, that all of the facilities of our broadcasting operations are completely free of any communistic or other subversive influence. We are perhaps the first broadcasters to thus clarify completely our position in this particular matter and we hope to have set a creditable example which will have many followers."

1950 'MARKETBOOK'

Ready in August

BROADCASTING-TELECASTING'S 1950 MARKETBOOK with SPOT RATE FINDER, to be published in mid-August, will give the first authoritative roundup of all 1950 radio and television market figures.

Cooperating with the U. S. Census Bureau BROADCASTING-TELECASTING'S guide for timebuying will include county by county population figures, radio homes, retail sales, and other late computations never before combined in a single reference volume.

The copyrighted SPOT RATE FINDER, which reduces calculations necessary for figuring a national campaign from hours to minutes, will be expanded and improved consistent with a formula approved by agency and representative executives. Last year's FINDER won wide acclaim.

Data compiled from a nationwide survey will be published in a special foreign language section of the MARKETBOOK. This will constitute the most detailed treatment of the vast foreign langauge market in radio annals.

In addition the 1950 MARKETBOOK will include specially drawn state maps which bring up to date location of AM, FM and television stations.

The AM-TV-FM station logs will be depicted in a series of state-by-state maps. Employing clear-face type and symbols for each class of station, these maps are being specially drawn for the MARKETBOOK.

In short the entire field of commercial broadcasting will be covered by this new encyclopedia of timebuying. The volume is offered as a service to the broadcasting-telecasting arts and will be based on thousands of calculations and compilations of data and facts.

The SPOT RATE FINDER will be presented for the second time, along with uniform data on radio markets as gleaned from latest Census Bureau compilations which are still under way. Supplied in accessible form, the material is designed to supply the basic information required by those who buy time.

Timed for Campaigns

Now in preparation, the volume will appear at a time when advertising agencies are planning their autumn and winter campaigns.

The SPOT RATE FINDER, which was described as one of the best aids ever provided buyers of time, will include name of city, county, stations in city, day and night and one-time rates for a station break and other time groups up to an hour; power and frequency of stations; network affiliation; representative; available audience surveys; total families; percent of radio families, and new facts on total families.

Networks will be broken down by states and cities, as in the 1949 MARKETBOOK. Regional networks will be listed, with rates and other data provided.

Station rate figures will be supplied stations in response to questionnaires. Every available source of reliable data on the industry is being combed.

Circulation 16,500

The MARKETBOOK, with 16,500 circulation, is supplied as a supplement to BROADCASTING-TELECASTING. All important national and regional radio agencies and advertisers will be covered by this circulation.

The foreign language section will list stations by states, showing those who take foreign language programs along with a listing of foreign tongue population in specific markets.

State and county breakdowns will show 1950 population figures, 1950 families, 1950 radio families, percent of radio families, 1949 retail sales as supplied by *Sales Management*, 1948 U. S. Census of Business retail data now coming from the Census Bureau, latest employment figures and latest taxable payroll data.

New state and regional maps will reveal graphically the U. S. radio picture, showing location of stations by counties and cities. In addition there will be a master United States map as formerly published in the the BROADCASTING YEARBOOK.

ABC PROMOTES

Reeg, Stronach, Morgan Get New Posts

THREE executive promotions in the program department of ABC were announced last week by Robert E. Kintner, president.

Leonard Reeg, the network's eastern program manager for AM, was named national director of AM programs. Having joined the network in 1942 as a producer, Mr. Reeg was appointed production manager in January 1948 and in May of the same year became eastern program manager.

Mr. Reeg

With ABC since 1948 Alexander Stronach Jr., manager of television programs, was promoted to national director of television programs. Prior to his affiliation with the network, Mr. Stronach was production director at Young & Rubicam, New York, where he produced such shows as *We, The People* and *The March of Time*. Before that he had been with the William Morris Agency in Hollywood and did freelance motion picture writing.

Harold L. Morgan Jr., appointed national director of television operations, joined ABC in 1943 as a budget officer and in May 1948 was designated business manager for television, a position he held until his new appointment.

At the same time, the network announced that John Mitchell, of the ABC script department, was named manager of the script and program promotion division, replacing John C. Turner, who has resigned.

Bryant Signs

LANE BRYANT Inc., Pittsburgh, has bought the World Broadcasting System's *Forward America* series for 52 weeks, starting June 11, on KQV Pittsburgh. It is the first department store sponsor of the series.

Drawn for BROADCASTING by Sid Hix

"No, judge, it's not a numbers racket! He's WOF's sales manager, carrying BMB, Census, Nielsen, Hooper and Pulse figures."

ABC SALES UP

O&O Spot Increase Is 27%

SPOT SALES on ABC's owned-and-operated stations show an increase of 27% for the first five months of 1950 over a comparable period last year, Murray B. Grabhorn, ABC vice president in charge of O&O stations, reported last week.

According to Mr. Grabhorn, the gain has been in both radio and television, with television's increase 170% compared to radio's 3%. Spot radio sales totaled, to May 31, $1,250,000. TV spot sales in the same period totalled $500,000, the network stated.

ABC owned-and-operated stations are: WJZ New York, WENR Chicago, WXYZ Detroit, KGO San Francisco and KECA Los Angeles.

GILLETTE PLANS

Could Be Cut in Dispute

A RADICAL revision of the advertising plans of Gillette Safety Razor Co. could result from the current stalemate in a dispute between International Boxing Club and Boxing Managers Guild of New York over division of fees for radio and TV broadcasts of fights from Madison Square Garden. Guild is demanding 50% of these fees, while IBC stands pat on its offer of 25%, which is the same amount IBC retains of the broadcast revenue as 50% of the total goes to the Garden.

Gillette is a veteran sponsor of the Garden matches on both radio and TV. Under the last contract, which expired the end of May, the razor company sponsored radio broadcasts of the Garden main bouts each Friday from 10 p.m. to conclusion on ABC, simultaneously sponsoring telecasts of these bouts on NBC-TV.

These weekly fight broadcast-telecasts made up the backbone of Gillette's sportcast schedule, although the company also sponsors the World Series on MBS, the New Year's Day bowl football games and a variety of other headline sports events broadcasts throughout the year. Since the end of the 1949-50 Garden series, Gillette is sponsoring a series of sports films on NBC-TV, Friday 10-10:30 p.m. Maxon Inc., New York, is the Gillette agency.

Promotes Independents

WOV New York, in an effort to promote independent metropolitan stations, is currently running a full-page ad in trade papers, the caption of which reads: "In New York at Night the Big Swing Is to the Independents." Ralph Weil, WOV station manager said that Pulse reports show an increase in independent listenership over last year and the station elected to advertise and publicize all independents in the New York metropolitan area rather than itself alone.

ATTENDING National Spot Sales Clinic held by Free & Peters at the Edgewater Beach Hotel, Chicago, last week among others were (l to r): Richard C. Grahl, William Esty Co., New York: Lloyd Griffin, Free & Peters, Chicago; Louis J. Nelson, Wade Adv. Agency, Chicago; H. Preston Peters, F&P president; Carl Georgi Jr., D. P. Brother & Co., Detroit; John A. Cory, F&P, Chicago; Russel Woodward and Jones Scovern, F&P, New York.

SOME 80 station men from various parts of the country attended the Free & Peters sessions. This group of broadcasters is made up of (l to r) Harry Burke, KFAB Omaha; F. Van Konynenberg, WTCN Minneapolis; Bill Tynan, F&P TV; Walter Evans, Westinghouse Stations president.

* * *

F&P'S SPOT CLINIC

SOMETHING new was added to national representative-station relations last Tuesday and Wednesday when Free & Peters conducted a successful experiment at Chicago's Edgewater Beach Hotel billed as the "National Spot Sales Clinic."

With sleeves rolled up, nearly 100 top executives of stations represented by F&P, plus a foursome of well known agency timebuyers, and a full complement of the representative firm's sales staff gave national spot radio a general airing.

"This clinic is a basic development in the advertising field," said Lou Nelson of Wade Advertising Agency, Chicago. "It should lead to other conferences along this line. I wish more reps would follow through in this manner."

Joining Mr. Nelson at the opening session agency panel for both radio and TV were Richard C. Grahl of William Esty Co., New York, and Carl Georgi Jr. of D. P. Brother & Co., Detroit. Another agency man, Al Eisenmenger, radio buyer at Leo Burnett Co., Chicago, sat in on a joint radio-TV survey panel.

Classroom Technique

Mr. Grahl, who handles as large a volume of time as any radio buyer in the nation, "learned so much" during the first day's sessions that he remained throughout the conference.

While the clinic was largely of the "classroom" type, unanimous action was taken by the stations to establish as much uniformity as possible in rates. H. Preston Peters, president of F&P, was empowered to appoint a "rate committee" of station men for setting up a rate card format, discounts, etc. He selected G. Richard Shafto, WIS Columbia; W. C. Swartley, WBZ-WBZA Boston - Springfield, and Charles C. Caley, WMBD Peoria, as members.

Among major recommendations made at the clinic were:

- Salesmen should make their presentations to agencies well in advance of a campaign. ("A few days before the list of stations is announced and start actual buying is too late for agency and client to study carefully the different stories presented to them," said Carl Georgi.)
- Stations should keep radio sold to dealers and other contacts on local level.
- Agencies should be educated as to spot radio's "superiority" over network radio because of the former's "flexibility."
- Use of spot estimators (such as BROADCASTING's Spot Rate Finder and NARSR's Estimator) should be encouraged among agencies and advertisers.
- Information and data about a station should be complete and in great detail before it is submitted to the agency. ("A lot of station information we receive is of very little value," said Dick Grahl.)
- BMB should be encouraged because it represents the only standardized form of measurement for all stations.
- TV spot rates should be from 20 to 25% lower than network rates.
- TV stations should follow radio discount pattern.
- Each station should keep a monitor on the amount of spot in its market and where business is located when on rival stations, and should do something about getting this business. (It was acknowledged that this was known as "pirating" but popular sentiment was "what of it?")
- Stations should support their own trade press.

Several station officials observed that the agency speakers gave them perspective and build-up on agency operation and procedure that had not been fully acquired before. Many were impressed by Mr. Grahl's "workshop" presentation which, with maps, exhibits, and forms, gave the story of a campaign from beginning to end.

Oldsmobile Example

Mr. Georgi's description of how schedules are set up on the Oldsmobile account also drew favorable comment.

F & P's president commended the agency men for their frankness. For example, Mr. Nelson had admitted that the Wade agency is largely a network agency "perhaps because we feel that network shows get complete national coverage better and cheaper."

He added, however, that the flexibility of spot rates makes national spot radio attractive in some campaigns.

Mr. Nelson strongly advocated merchandising, but some station men from the larger cities ruled it out as too expensive. Those from smaller cities endorsed merchandising, especially in competitive markets.

Mr. Grahl went into great detail, showing each step taken by the Esty agency in planning a spot schedule. Charts showed radio homes, distribution throughout the country as compared with sales—area by area, county by county. He exhibited copies of schedules as made up by the agency, which go to various agency personnel and account men in the field, as well as dealers. Thus all concerned with an account are kept informed of changes in various schedules. Mr. Grahl said this method is used to follow up on all improvements and mechanical changes.

Three station officials came out strong for promotion through trade papers in the broadcasting

(Continued on page 64)

'Basic Development'

INTENT listeners at the spot clinic session are (l to r): Tom Ekrem, KVOD Denver; Dick Mason and Ollie Carpenter, WPTF Raleigh.

* * *

EXCHANGING notes at the meeting are (l to r) John Harkrader, WDBJ Roanoke, Va.; Lee Ruwitch, WTVJ (TV) Miami; Joe Evans, Free & Peters, Fort Worth; T. Frank Smith, KRIS Corpus Christi, Tex.

EXPLAINING a Texan's viewpoint is Fred Nahas (l), KXYZ Houston, at the Free & Peters clinic. Broadcasters are (l to r): Mr. Nahas; Steve Conley, Westinghouse Stations; George Tons, KDKA Pittsburgh; Eldon Campbell, Westinghouse; George Higgins, WISH Indianapolis.

ANOTHER group pausing during clinic sessions are (l to r) Harold Fulton, WHO Des Moines; Dick Shafto, WIS Columbia, S. C.; Hal Hoag, Free & Peters, Hollywood; Arthur Church, KMBC Kansas City.

XUM

HEADACHES FACE NAB BOARD

At June 20-22 Meeting

By J. FRANK BEATTY

TWENTY-SIX NAB directors—11 of them new to the board—will meet in Washington next week to see what can be done to bring about industry unity in one of the darkest hours in the association's 28-year history.

Two more directors are to be elected when the board convenes Tuesday morning, June 20, one for District 1 (New England) and the other for large stations. They may take part in the three-day meeting.

Confronting the board is a serious financial problem created by the recent resignations of CBS and ABC, along with the even more serious problem of first finding out what, if anything, is wrong with the whole operation and then what should be done about it.

Though some talk has been heard about reorganization and creation of a federation of industry associations, these ideas have thus far not been given much support judging by views of a number of individual directors.

On the other hand, the feeling was apparent that the tide of resignations had been halted. At NAB headquarters there was an obvious determination to bring back many of the stations that have resigned since the dues were raised at the February board meeting and to go out after new members.

The revenue and organization problems appeared so serious in advance of the board meeting that it was felt they would dominate the three-day session.

Other Issues for Coverage

Other issues of industry importance also will be taken up. Among them will be NAB's position in international radio conferences (see story page 68); the drawn-out negotiations with ASCAP over TV rates and per program rights; plans for the 1951 convention; membership campaign; retirement plan for the headquarters staff; the association's committee structure; NAB's new Business Trends Committee; research activity, including the future of Broadcast Audience Measurement as successor to BMB; litigation involving Broadcast Music Inc.; revival of the executive committee system of advising headquarters officials on policy matters; drafting of a TV code.

The budget problem will be tackled this coming Sunday by the board's new finance committee, headed by John F. Meagher, KYSM Mankato, Minn. Other members are Ben Strouse, WWDC Washington; William B. Quarton, WMT Cedar Rapids, Iowa; William B. Fay, WHAM Rochester, and Robert D. Swezey, WDSU New Orleans.

Harold E. Fellows, WEEI Boston, long a member of the finance committee until the recent CBS withdrawal as an associate member along with network-owned stations, has been invited to sit with the group because of his knowledge of association budgetary matters.

The committee will be provided with a financial report prepared by William B. Ryan, who became NAB general manager last May 1. Mr. Ryan has spent much of his time analyzing NAB finances and operating details. Already many economies have been put into effect.

Resignation of the two networks along with those of individual stations may cut NAB's estimated income for the fiscal year from about $780,000 to around the $700,000 mark. Department heads at NAB have been asked to suggest proposed economies that would effect a 15% saving in their budgets.

Service Untouched

Even if sharp economies are necessary, General Manager Ryan is on record as stating there will be no change in the NAB operating philosophy and service to members will not be curtailed. It is known he is considering some changes in staff assignments but these are not believed to be major.

The detailed study of NAB operations has turned up many ways of cutting operating expenses without substantially reducing the staff or trimming anyone's salary.

Out of the board meeting, it is believed, will come many ideas designed to satisfy disgruntled members and ex-members. Certainly many of the directors are going to Washington with the idea of examining the whole association structure and management. They will bring the views of members from their districts groups, including oft-heard talk of separating Broadcast Advertising Bureau from NAB.

To Pool Ideas

Pooling of the ideas represents a major assignment for a group of nearly 30 directors who have only a three-day working period. Some ideas may crystallize at the finance committee's Sunday session and a membership committee meeting the day before.

The overall membership problem has its brighter side, judging by recent developments. As expected, there were many resignations after the announcement that dues would be increased April 1 and 12½% discount eliminated.

Most of the resignations were in the two lower dues brackets but they were offset by new memberships. In Class A, lowest bracket, membership has dropped since Jan. 1 from almost 300 to 270 but actual income from the class has gone up because of the dues change. A similar situation exists in Class B where there has been a net loss of perhaps 15 members.

Of the two remaining network members, NBC is on record that it plans to stay in the association with its O&O stations. MBS is expected to decide at board meeting (June 12-13) whether it should continue in NAB as $5,000 associate.

Some board members feel the directors should have acted last February to meet the impending membership crisis before it actually developed. The board's membership committee submitted a number of ideas at that time.

In voting to set up a general manager the board authorized appointment of a field director. R. Walter Huffington, formerly of WSAP Portsmouth, Va., was named

(Continued on page 87)

LIBERTY EXPANDS

Plans Nationwide Coverage

LIBERTY Broadcasting System, with 241 affiliates in 33 states, plans to expand into all 48 states next autumn and increase its schedule from a 7-hour to 16-hour day, network officials told BROADCASTING last week.

The wire network's main backer, Barton R. McLendon, is an active bidder for the Don Lee network's AM facilities on the West Coast. Mr. McLendon is chairman of the board of Liberty and operates the Tri-State Theatre chain in Texas, Oklahoma and Louisiana. His son, Gordon B. McLendon, is network president.

At present Liberty is engaged in negotiations with over 160 stations as part of its expansion program, many of the stations now being affiliated with other national hookups.

In its expansion Liberty will continue to emphasize cooperative selling, with most of its programs available for local sale by affiliates, according to James Foster, vice president and general manager. At the same time it plans to sell some programs for national sponsorship over the entire hookup.

Number of Outlets

Growing out of an independent baseball hookup set up in five states two years ago, Liberty had reached a 40-station total in early 1949 and by autumn had expanded to 71 outlets.

The programming lineup for a 16-hour day will be based on 11 hours of network originations, according to Mr. Foster. It will include sports, variety, news and other types of originations.

It is understood the news project includes hiring of a well-known commentator, creation of a Washington news staff and a round-robin hookup for news originations all over the nation.

Liberty is understood to be negotiating with WOL Washington for an affiliation arrangement. Should this materialize, the news staff would be headquartered at WOL.

The program schedule is expected to include sports events, live and recreated, from all parts of the nation; two hours of West Coast programming, an hour variety program from Dallas, where the network is headquartered. Messrs. McLendon operate KLIF Dallas.

Now Feeds 241 Affiliates

At present Liberty is feeding a daily baseball game to its 241 affiliates, some of which are affiliates of other networks. In the fall Liberty plans to carry two college football games each Saturday, one from the East and one from the West. This would permit affiliates to carry two games each Saturday—one local and one national, or two national contests.

In addition it is working on professional football coverage Sunday afternoons.

Liberty has been competing with MBS in carrying a daily major league baseball game. The office of Will Harridge, American League president, disclosed that MBS had protested Liberty's broadcast of the Washington-Detroit game played last Tuesday.

For some months Liberty has broadcast a *Musical Bingo* series on 89 stations. Awards of $600 to $1,000 per game have been given every day as well as trips, household appliances and other prizes.

The Dallas office also directs Liberty's regional operations in a five-state southwestern area.

Ryan National Sales Head

A New York office has been opened at 299 Madison Ave., it was stated, with Morgan Ryan as national sales director. A Hollywood office has been opened at 1212 N. Highland Ave., with Benton Paschall as West Coast manager. Other network officers include James Kirksmith, director of station relations, and Sewall Cutler, director of programs and production.

Liberty officials said Jonas Weiland, WINZ Hollywood, Fla., is Florida manager. Other regional directors are Melvin Purvis, WOLS Florence, S. C., North and South Carolina and Virginia: Leonard Coe, KTLN Denver, Colorado, Arkansas, Kansas and Missouri; Archie Taft, KOL Seattle, and James Lawson, operating as a separate corporation for Washington, Oregon and Idaho.

The autumn expansion will include the New England states, New York, Pennsylvania, Delaware, Ohio, West Virginia, Maryland, part of Virginia, Illinois, Indiana, Michigan, Southern Wisconsin, Eastern Iowa and Eastern Missouri.

ads, women and boxtops

COLORFUL, hard-hitting Duane Jones is board chairman of Duane Jones Co. Inc., New York agency. Among the accounts his firm handles are B. T. Babbitt Inc. (Babbitt's cleanser), Megowen-Educator Food Co. (Crax, Thinsies), C. F. Mueller Co. (Mueller's macaroni products), Tetley Tea Co. Inc. (Tetley tea), and Whitehall Pharmacal Co. (pharmaceuticals). An expert on premiums, as well as all phases of advertising and merchandising, Mr. Jones accepted BROADCASTING'S invitation to state these views and opinions on a timely topic.

By DUANE JONES

MY SUBJECT is "Ads, Women and Box Tops"—which is a more dramatic way of saying that we are all interested in checkable, proven advertising—the kind that rings up sales at the dealer's cash register and pays a profit to its sponsors.

All manufacturers' expenses have gone up, and in many cases there is only one way to reduce these expenses, and that is by using advertising that produces the greatest sales at the lowest possible cost.

That is the kind of advertising I have in mind, because we at the Duane Jones Co. handle only checkable advertising — the kind that either pays its way or is discontinued immediately. We specialize in package products, products that are sold only over the retail counters of America—chiefly grocery and drug products.

We commenced this specialized operation seven and a half years ago with only three grocery products, 15 people and a total of $1,200,000 billings per year. Today, after eight years, we are billing at the rate of $16 million. We have a staff of 168 people and handle the advertising of 72 nationally known package products. I think that record speaks for itself.

The most gratifying part of this record is that 66% of the billing we enjoy today is represented by the earned increases in sales of the products which we represent. In other words, the techniques and philosophy which I will describe have proven their case.

* * *

IN advertising there are many different viewpoints. Many agencies sell advertising as a device to create "consumer demand" or "public acceptance" or "keep your name before the public." We believe in this principle because all advertising, whether it is in skywriting, car cards, newspapers, radio, magazines, or any other media, accomplishes this result. But when advertising is charged only with this responsibility, all too frequently it does not pay off at the dealer's cash register nor in terms of the manufacturer's profit.

We believe that profitable advertising in the package field fundamentally should be based on the use of a product. That is the kind of advertising that banks lend money on and the kind of advertising that manufacturers are able to pay dividends on. In other words, banks look at financial statements as do manufacturers, and it is fundamentally the use of a product—the gross sales and profits and the expense of the operation, that tell the story.

In order to accomplish this result, which I believe all manufacturers—at least those with whom I have had contact—have the right to expect, we have advocated a formula which can be summed up in five fundamental principles.

These principles are not my own. They represent the composite thinking of five national advertising agencies with whom I have been previously associated. All I have done is to "marry" them together into one specialized operation.

Behind them I can assure you, as Winston Churchill would say, "there is much blood, sweat and tears." They are philosophies that have been through the grueling tests of sales and profits, and I believe if you could add up all this experience there would be many hundreds of millions of dollars represented.

* * *

I would like to outline these five fundamental credos and then tell you some anecdotes about them where they have been applied.

● No. 1—We believe that the first fundamental of a successful advertising campaign is to have a good product. My first boss, Albert D. Lasker of Lord & Thomas, often told me that "nothing would succeed because of advertising that would not first succeed without it." He meant by that that you must have a good product—a product that will repeat when properly sampled.

Many advertising graveyards have been caused by attempting to advertise a product that was not meritorious and would not succeed after the consumer has first been induced to try it. A good product is as essential to an advertising campaign's success as the roots of a tree are essential to its growth.

● No. 2—We believe that after such a product has been developed, a good copy story or theme should be developed around it. We are great believers in reason-why copy. We know, and you will agree, that since childhood everyone wants to know "why." A little boy or girl in the schoolroom wants to know "why." That is one of the first questions human beings ask, and we know from our experience that adults, when being asked to buy a product, do not buy it because of the logotype or the name publicity around it, but they want to know "why" they should buy it.

* * *

THEREFORE, we are great believers in reason-why copy. With the 72 products we advertise we attempt to give prospective consumers the reason why they should buy this good product.

A leading aspirin manufacturer, enjoying 70% of the national market sales today, tells its radio listening audience and newspaper readers that its aspirin is good because it gives you quick action. They point out that this can be demonstrated by dropping a tablet of aspirin in a glass of water, watching it dissolve before it hits the bottom, and that is the way it goes to work in your stomach—faster than any other.

Another example is the case of the top dollar-volume cleaner—one of our own accounts—which tells the consumer today that the reason it works best is because it dissolves grease and grease is the cause of most scrubbing and scouring. Once grease is dissolved, scrubbing and scouring ends, so that a woman saves a half hour a day in her cleaning operation.

I could go on and give many other examples but I am sure the point already has been explained.

● No. 3—Once we have a good product and a good reason-why story behind it, we believe in buying the lowest-cost *responsive* circulation to tell this story. I say responsive because there are many media available in which to advertise today, but it is highly essential to use a medium where the complete reason-why story can be told.

There are many media, such as skywriting, car cards, display signs, etc., which will give low-cost circulation. But the shortcomings of such media are that you cannot tell your reason-why story. Advertising in such media serves largely as reminder advertising. So we do not regard them as *selling* media.

Again referring to Mr. Lasker, I once heard him say that nothing, multiplied by 10 million, is still nothing. That is true in successful product advertising—you must have a selling medium, especially if you are a fighting brand attempting to win your way up in the market. You must have a medium which enables you to get a complete selling reason-why story—a medium that will give you *responsive* circulation at the lowest possible cost.

* * *

AMONG the media that will do this are daytime radio programs which enable you to give the listener two commercials a day, five days a week. Also there are newspapers and magazines where an advertisement can be laid out large enough to contain the complete copy story. Therefore, low-cost *responsive* circulation is a vital factor in the success of a package product campaign.

As a further example of this principle, radio time costs twice as much at night to reach men and

(Continued on page 70)

Mr. JONES

RMA REORGANIZES

Coy Hits Set Makers for Lack of Data

REORGANIZATION of Radio Mfrs. Assn. and changing of the name to Radio Television Mfrs. Assn. were voted last week at the association's annual convention, held at the Stevens Hotel, Chicago.

Selection of a paid president was deferred by RMA though creation of the new position was authorized. R. C. Sprague, president of Sprague Electric Co., North Adams, Mass., was elected Thursday as chairman of the board and president. He serves, as have past presidents, without pay pending selection of a paid president.

Mr. Sprague succeeds R. C. Cosgrove as president. Bond Geddes, executive vice president and secretary for 23 years, was re-elected until Aug. 1 when he retires to an advisory post as provided some time ago by the board in recognition of his long service.

James D. Secrest, director of public relations and staff assistant to the Parts Division, becomes secretary and general manager.

The lengthy 1½-year freeze on television construction has been caused by a lack of information—"information which must come in large part from radio manufacturers" — FCC Chairman Wayne Coy charged Thursday night.

Urges Research

Speaking at the banquet closing the four-day annual convention, Chairman Coy asked for year-round technical research by radio and TV manufacturers. He talked at length on several phases of broadcasting and stressed the color controversy and the excessive oscillator radiation of TV and FM receivers in the home.

Citing such radiation as a "deadly weapon" because of potential interference to air navigation aids and resulting danger to human life, the Chairman indicated FCC would use its licensing powers if necessary to curb offending receivers [TELECASTING, June 5].

"We cannot afford to plan our radio system on a crisis basis," he said. "TV, a billion-dollar industry, is no place for operation by guess." He suggested manufacturers compete in research development as well as in products and prices.

His main points:

"We want to lift the freeze as soon as practical."

"We want to use UHF band channels."

"We want to have color if it is feasible."

"TV must quickly achieve its full potential of public usefulness as an affirmative force in national life."

"The problem of TV and FM receivers with excessive oscillator radiation must be solved."

"We need a strong, healthy and improved system of aural broadcasting" (despite TV's inroads).

"FM's superiority over AM is as unchallenged as ever."

Chairman Coy concluded "inevitably" that "radio, all types of radio, is living in a shrinking spectrum and that the radio manufacturer, if he is to build soundly for the future, must take the implications of that into account."

Referring to the mutual interest of FCC, manufacturers and broadcasters in wanting the TV freeze lifted, he charged lack of cooperation in the manufacturing industry regarding release of "necessary information."

"We have had to prod you continuously for it in the face of the assumptions which you were giving us to the effect that interferences in color television would be the same as in black-and-white."

Cites 'Key'

The "key" to the freeze lift is in an understanding of color TV interference conditions, the Chairman said.

Excessive oscillator radiation "may be up to something far more sinister than spoiling somebody's TV enjoyment. It may be acting as a deadly weapon, interfering with aviation radio and endangering lives of airline passengers," he said. With perhaps 30 million TV sets as a national potential, the problem could "become extremely magnified unless something is done about it now." Mr. Coy suggested that manufacturers give much more consideration to TV receivers in the design stages.

"The question before us now is whether industry cooperation will solve the problem or whether it will have to be solved under the power of the Commission to license transmitters, and that is what we are dealing with in the cases of those receivers radiating excessive amounts of power," he stated.

Warning that the Commission may "have to establish interim standards," Mr. Coy said "immediate action is mandatory."

FM's "superiority" over AM was pointed up by the Commissioner, who said he is told that FM circuits can be added to a TV set at small cost at the time of manufacture. FM set production could hop on the TV wagon, gain success and results in "every TV market," he pointed out.

"Whenever a manufacturer sells a TV-only set as the principal receiver in the home, he is slamming a door on aural radio." He suggested that addition of an FM band into a TV set would help FM as well as sales.

Elect V.P.s

New vice presidents were elected by the association Thursday. They include Glenn W. Thompson, president, Noblitt-Sparks Industries, Columbus, Ind., and Max F. Balcom, former RMA president and chairman of Sylvania Electric Products Co., Emporium, Pa. Re-elected vice presidents are W. J. Barkley, executive vice president, Collins Radio Co., Cedar Rapids, Iowa; A. D. Plamondon Jr., president, Indiana Steel Products Co., Chicago, and A. Liberman, president, Talk-A-Phone Co., Chicago.

Leslie F. Muter, president of the Muter Co., Chicago, was reelected treasurer, and John W. Van Allen remains as counsel. Dr. W. R. G. Baker, vice president of General Electric Co., Schenectady, continues as director of the Engineering Dept.

Directors and division chairmen for the five groups are:

Set Div.—Mr. Thompson, chairman; Robert S. Bell, Packard-Bell; E. Alschuler, Sentinel Radio; John W. Craig, Crosley Div., Avco Mfg.; G. M. Gardner, Wells-Gardner; H. L. Hoffman, Hoffman Radio; H. C. Mattes, Belmont Radio, and Robert C. Tait, Stromberg-Carlson.

Tube Div.—Mr. Balcom, chairman, and R. E. Carlson, Tung-Sol Lamp Works. Transmitter Div.—H. J. Hoffman, Machlett Labs., chairman, and R. S. Perry, Federal Telephone & Radio. Parts Div.—R. G. Zender, Lenz Mfg., chairman; Ray F. Sparrow, P. R. Mallory & Co., and Mr. Sprague. Amplifier & Sound Equipment Div.—A. G. Schifino, Stromberg-Carlson, chairman, and Mr. Liberman.

Biggest news of trade interest at the convention was member approval of the reorganized administrative structure. A reorganization committee will be named by President Sprague. Its recommendations will be made to the board of directors, which is empowered to act at that time. No time limit has been set for the committee report.

Act on Paid Head

Members acted to provide for hiring of a paid fulltime president "if and when" a man of sufficiently "high calibre" is found. Gen. Lucius Clay had turned down the $50,000-a-year job a few weeks ago.

At the membership luncheon meeting Thursday, chairmen of the divisions voted for their respective groups approval of by-law amendments providing for: Hiring a paid president when the board so recommends; changing the association name; increasing dues, with $100 minimum and $10,000 maximum yearly at the rate of .05% (contingent on board acceptance of a reorganization plan to be suggested by a special committee soon to be appointed); granting autonomy to each division for projects considered essential in each.

Members agreed to a move toward extensive reorganization, prompted after loss of some $300,000 in surplus since the end of the war, reduction in membership in recent years and increased expenses. One tenet of the proposed reorganization suggested by Director Jerome Kahn, chairman of the organization and services committee, was an increase in member dues.

Treasurer Leslie Muter reported an income of $248,000 for the current fiscal year, expenditures of $283,000, and deficit

(Continued on page 89)

B&B REALIGNS

Goshorn Is Chairman, Baker President

CHANGES in top executive personnel were announced last week by Benton & Bowles Inc., New York.

At a meeting of the board of directors of the agency, Clarence B. Goshorn, former president, was elected chairman of the board.

The executive vacancy left by Mr. Goshorn's advancement to the chairmanship, is to be filled by William R. Baker Jr., former executive vice president.

Robert E. Lusk, former vice president and member of the board, was elected executive vice president and A. W. Hobler, until now chairman of the board, will remain active in the company as chairman of the executive committee.

* * *

Mr. Baker

Mr. Lusk

Mr. Goshorn

Mr. Hobler

IOWA'S MULTIPLE-SET HOMES HAVE ALMOST TRIPLED SINCE 1940!

THE 1949 Iowa Radio Audience Survey* reveals an amazing increase since 1940 in the number of Iowa homes with "two sets" and "three-or-more sets." 33.3% of Iowa homes now have *two* sets whereas in 1940 there were only 13.8% . . . 12.4% have *three or more* against 4.4% in 1940.

Extra sets mean extra listening. Where an Iowa home has four or more sets, 67.7% of the families use two sets *simultaneously* on an average weekday. Where the home has three sets, 44.3% of the families use two sets *simultaneously.* Where the home has two sets, 26.4% of the families use two sets *simultaneously.*

In addition to the extra listening caused by two or three sets being heard at the *same time,* there is a large but unmeasured amount of added listening in cars, offices, barns, etc.

Sets create the 1950 Iowa audience, and WHO *continues to get the greatest share of this audience.* Write to us or ask Free & Peters for your copy of the 1949 Survey. It tells all the facts.

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

KXLY Spokane was luncheon host June 5 to business and agency executives who heard Ward Beecher, research consultant to Advertising Research Bureau Inc., cite ARBI surveys showing radio outpulling daily newspapers as an advertising medium [BROADCASTING, June 5]. L to r: (seated) Herman Erickson, KXLY; George Stevens, Safeway Stores; Mr. Beecher; George Jackson and Joseph Cornelius, First National Bank; Mrs. Adrian DeVries, KXLY; L. F. Nelson, Nelson Jewelry Co.; Rod Jones, Pacific National Adv.; Robert Rubin, Eastern Outfitting Co.; Ed Craney, KXLY president; Mrs. Virginia Bayes, Tomowske Adv.; Stanley Quande and Roy L. Shahan, Sears, Roebuck & Co.; (standing) Richard Riegel, Riegel Bros. (Dodge distributor); Walter McLean, Tomowske; Joe Click, Inland Empire Dairy; Vern Carey, Pacific National; Milton M. Myers, Tomowske; Martin Bos, Pacific National; Bryan E. Woolston, KXLY; Dee Clement, Pacific National; R. S. Roberts, Great Western Fuel Co.; Fred Jacobson and Walter Burk, Jacobson's Bakery; Jim Manning, Pacific Northwest Broadcasters; Bert Densow, Densow Drug Co.; Clifford Nelson, KXLY.

RADIO-TV AD CODE

BBB Hears N. Y. Plans

ADVERTISING standards covering radio and television set sales and service are near completion in New York City and will be developed in other leading cities, according to Hugh R. Jackson, president of the Better Business Bureau of New York City.

Addressing the 36th annual conference of Better Business Bureaus at the Shoreham Hotel, Washington, last week, Mr. Jackson said the New York bureau has been working for some time with dealers and distributors on creation of standards for radio and TV advertising.

Truman Speaks

Other speakers included President Truman; James H. Carmine, executive vice president of Philco Corp., and Justin Miller, NAB president.

"We're quite close to an agreement in New York," Mr. Jackson told BROADCASTING. "Drafts of proposed standards are being interchanged with bureaus in other cities. The problem is most serious in New York. In four months of this year the number of complaints covering radio and television has increased 230% over the same period of last year.

"Eighteen per cent of all inquiries to the New York bureau deal with radio and television, compared to 9% a year ago.

"Radio and television have become the No. 1 problem in volume of public inquiries and complaints."

The New York bureau is preparing a pamphlet for consumers in which basic facts about sets and service will be outlined, Mr. Jackson said. He blamed some of the present difficulty on the fact that customers don't know what is in service contracts and don't understand the extent of the manufacturer's liability.

Mr. Jackson said the TV-radio problem is threefold. First, it centers around faulty practices of manufacturers, distributors and dealers in advertising and selling. National copy often exaggerates and features superlative claims, he said, whereas at the dealer level there are misleading headlines in advertising.

Second problem, he said, is based on servicing where the largest percentage of complaints originates. Fast TV industry growth, shortage of good personnel and faulty advertising of service contracts are back of much of the trouble, he said, along with kickbacks to dealers which do not allow the service company enough money to do a good job.

More Information Needed

Mr. Jackson said the third problem arises from lack of adequate information by the public on what the buyer should expect in TV performance and service, including such elements as location, type of aerial and interference. He said BBB is working with a group in the service field on customer contracts.

President Truman, speaking at the Tuesday banquet, warned that depression must be prevented if a free world is to win the struggle against Communism. He recalled the "good old days" before the 1929 depression when businessmen believed in "the divine right of business" and were often guilty of fraud, false advertising and other sharp practices.

Cooperation by local bureaus and broadcasters can encourage accurate and non-deceptive advertising, Judge Miller told the opening session last Monday. He explained some of the NAB Standards of Practice "are frankly ideals to be striven for, rather than practices already generally accepted."

Judge Miller reminded the BBB group that broadcasters must be cautious about taking part in any cooperative effort that might run afoul of the laws on restraint of trade. He recalled the "absurd premise" that broadcasts carrying advertising were not "in the public interest."

Cites FTC Action

Federal Trade Commission figures for February, he said, show that a far smaller percentage of radio commercials examined by the FTC had been set aside as possibly false or misleading than was the case in printed advertising.

NAB needs more time "to sharpen and extend" the Standards of Practice for television, Judge Miller said.

A. B. Johnston, assistant manager of the Chicago BBB, introduced Judge Miller. He voiced concern over the fact than many telecast commercials are ad libbed and there is no permanent record by which they can be checked. He said broadcast station cooperation with the BBB in large cities is "generally good" but added there are some exceptions.

Mr. Carmine predicted TV output will reach a postwar total of 10 million receivers by the end of 1950. Retail set sales may reach $2 billion this year, he said. Philco alone has made a million TV sets since the war, he declared, and six-month production this year will exceed 400,000 sets.

Mr. Carmine said Philco does about 17% of industry volume in TV production. He predicted the industry will turn out 10 million radio sets this year.

Going into the sales and servicing problems of the industry, he said dealers should service their TV customers. He noted one problem centers around a dealer practice of farming out service contracts and obtaining kickbacks, which keeps up the cost of service deals. He opposed long-term guarantees.

"Television is the biggest value the public has ever received from any industry," he said, contending major manufacturers are building a strong industry. Radio Mfrs. Assn. may straighten out a lot of problems, he feels, and declared RMA should be taking the lead in establishing new standards in advertising and merchandising radio and television.

Mr. Carmine blamed TV's extraordinary growth for some of its problems. RMA is trying to set up tube-size advertising standards, he noted, but predicted there will be more tube sizes than ever.

As to advertising practices, he said Philco pays 50-50 on dealer advertising up to 10% of purchases. "There isn't enough money in the world for 75-25 advertising," he said in referring to instances of the sort. The industry is highly competitive, he said, and changes occur quickly. Advertising copy tends to be hard-hitting, as was the case in radio, he pointed out.

Cathode ray tube capacity next year will be 14 million units, Mr. Carmine said, and glass prices are coming down. He said the industry has no credit problem since customers are meeting their payments. He ascribed extreme cases of price-cutting to old-model inventories subject to special deals.

Mr. Carmine feels a good market will develop for trade-in sets. He said new models come out in June and July, with shady practices more common in the spring.

TED BATES INC.

Adds Four Staff Members

TWO new account executives have joined Ted Bates Inc., New York. They are Neal Wilder, formerly with McCann-Erickson, New York, and Allen M. Whitlock, who was with Doherty Clifford & Shenfield Inc., New York. Mr. Wilder will service the Colgate-Palmolive-Peet Co. account and Mr. Whitlock is assigned to the American Home Foods account.

Vincent Rowe, formerly with Dancer - Fitzgerald - Sample, has joined the radio television department and Jos. Wallace, formerly with Doherty, Clifford & Shenfield, has joined the agency's art director's staff.

FCC Actions

INITIAL decision to grant WCTT Corbin, Ky., switch from 250 w on 1400 kc to 1 kw on 680 kc, directional night, reported by FCC last week. WIBK Knoxville, Tenn., denied reconsideration of decision to deny it a license and given 30 days to wind up affairs. Sales of WKRT-AM-FM Cortland, N. Y., and WWEZ New Orleans reported among 14 transfer applications filed. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 80 and the FCC Roundup on page 88.

"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost!

You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real *low-cost* results. That means that a *little* money goes a *long* way on W-I-T-H.

For the whole exciting story about W-I-T-H, call in your Headley-Reed man today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

PROCEDURE QUESTION *Delays Richards Case*

A RAGING BATTLE broke out between opposing counsel in the G. A. (Dick) Richards case last week, with the second start of FCC's hearing on his news policies being held up until the Commission itself can decide the order of procedure.

The Commission "on its own motion" ordered the opening of the Los Angeles sessions postponed from June 5 to Wednesday (June 14), after Examiner James D. Cunningham upheld the claim of Mr. Richards' counsel that they, not FCC, should present evidence first.

Hugh Fulton, trial counsel for Mr. Richards, charged the Commission granted the delay on the basis of an "ex parte" telephone request by FCC General Counsel Benedict P. Cottone after Examiner Cunningham ordered the hearing to proceed with presentation of Mr. Richards' case in advance of the FCC staff's.

The General Counsel appealed for reversal of Mr. Cunningham's ruling. The Commission, which anticipated the appeal when it granted the postponement, is expected to rule on the question promptly. Mr. Fulton, who flew to Washington to conduct an on-the-scene fight, filed an opposition to the appeal and asked to be heard personally by the Commission.

To permit the FCC staff to proceed first would be to admit the hearing is a revocation proceeding, he said, declaring that in this event the law requires the Commission itself to hear the case.

FCC Went First

In the original hearing—the record of which was stricken following the death of Examiner J. Fred Johnson Jr., who was presiding—FCC presented its evidence first [BROADCASTING, March 20, 27; April 3]. Judge Johnson died during a recess following completion of the Los Angeles phase of FCC's case. The Commission, upon request of Mr. Richards' attorneys, then ordered that the hearing be started anew.

The case involves charges that Mr. Richards—owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit — ordered KMPC newsmen to slant news against members of the late President Roosevelt's family, certain members of the Roosevelt administration, and certain minority groups. At stake are the licenses of Mr. Richards' stations and his plan to set up a trusteeship for the three outlets.

The ruling by Examiner Cunningham which touched off the controversy came at a pre-hearing conference in Los Angeles Sunday, June 4, the day before the new hearing was to begin.

Mr. Fulton insisted FCC rules provide for "applicants" to proceed first. Mr. Cottone claimed the agreement reached in a pre-hearing conference with the late Judge Johnson, whereby FCC was to proceed first, was not affected by the Commission's subsequent order striking out the record of the hearing itself. Consequently he argued, FCC should again go first.

Examiner Cunningham said he personally would prefer to hear FCC witnesses first, but that the rules give the applicant the right to make the opening presentations.

Both the General Counsel and Mr. Fulton claimed to have gone to great expense in time and money in the expectation that their respective presentations would be heard at the outset of the sessions scheduled June 5.

Witnesses Present

The General Counsel said "the many witnesses" to be used by FCC —which presented some 23 in the original sessions—had been notified and were on hand, some appearing by subpena. Mr. Fulton said around 100 witnesses had been called to appear on behalf of Mr. Richards.

Mr. Fulton asserted that before the first hearing FCC had refused his request for "a bill of particulars" or a list of witnesses and documents which FCC intended to rely upon. The first hearing, he said in a statement, in effect gave him "the bill of particulars I was entitled to have before and . . . I therefore insisted upon proceeding first."

He said Mr. Cottone's opposition to this procedure "is an act of desperation because Mr. Cottone realizes that once the testimony of scores of important public figures and other reliable witnesses is introduced into the record there will be no possibility of preventing the public from realizing the lack of foundation of charges made by the Commission staff against Mr. Richards and Station KMPC."

The General Counsel's appeal, signed by Harry M. Plotkin as acting general counsel while Mr. Cottone is in Los Angeles claimed that counsel for Mr. Richards originally asked for a bill of particulars in the same document in which they argued that the hearings were "accusatory in nature" and that FCC accordingly should present its case first.

"From [this]," the appeal said, "it is clear that counsel for the applicants did not correctly state the facts . . . when he indicated that it was the Commission's refusal of a bill of particulars that prompted his request for the Commission to proceed with the introduction of evidence."

Procedure Continued

The appeal reiterated that the first pre-hearing conference's agreement on the order of procedure was not affected by the subsequent decision to strike out all evidence taken before the late Judge Johnson. "Therefore," it was claimed, "the agreement and ruling . . . that the Commission proceed first with the introduction of testimony remained in force."

The General Counsel also noted that "at no time before the issuance of the Commission's order of May 23, 1950, [ordering that the hearing be started anew] up to and including the present date, have the applicants ever filed a motion with the Commission requesting it to change the order of proceeding with the evidence which had previously been established."

The first public request, the appeal continued, came at the June 4 hearing conference. Further, the appeal said:

. . . In the light of the above facts it seems clear either that counsel for the applicants does not have conviction in the grounds urged for the original request that, because of the nature of the issues involved, the Commission assume the burden of coming forward with the evidence, or that he is not serious about his present contentions.

The order of introduction of testimony is not a matter for whim or caprice or a question to be determined on the basis of the momentary tactical desires of parties to the proceeding. The hearing issues . . . are the same now as in the original proceeding before Examiner Johnson. If they were of such a nature then that the Commission should assume the burden of going forward with the evidence, as counsel alleged in his earlier motion, they are still of such character.

Rule Is Flexible

The appeal also denied that FCC rules require that applicants be permitted to proceed first. The rule, it was claimed, is subject to modification "in individual cases," as evidenced by changes in the order of presentation in previous hearings.

Mr. Fulton's opposition to the appeal claimed that:

If the Commission should interfere with these hearings and order that its staff has the right to present testimony first, the Commission thereby will be establishing the correctness of applicants' contention that in truth and in fact the Commission is attempting to revoke these licenses as requested by James Roosevelt and the Radio Press Club [of Hollywood]. And in that event it is error for the Commission to proceed without hearing the evidence itself (Communications Act of 1934, Sec. 409(a)).

The brief also claimed that by holding up the start of the hearing the Commission "is changing the function of the presiding officer into that of a mere notary. . . . The Commission itself is in effect conducting hearings from behind the scenes on the telephone request of

(Continued on page 89)

ON THE other side of the Atlantic, Ç. Anstice Brown (l), director, Institute of Incorporated Practitioners in Advertising (England), reads an official welcome to Frederic R. Gamble, president, American Assn. of Advertising Agencies. Mr. Gamble visited London in the past fortnight, returning Mr. Brown's visit to the U. S. last year.

1914 Herman Brandschain 1950

HERMAN BRANDSCHAIN, 36, assistant to the New York editor of BROADCASTING, died last Wednesday after a long illness.

Mr. Brandschain had been a member of this publication's staff since Nov. 1, 1948, and an executive since early in 1949. An attorney and former reporter on the *Philadelphia Record*, he specialized in labor news coverage as well as general editing in the New York bureau of BROADCASTING.

Born in Philadelphia Jan. 18, 1914, Mr. Brandschain attended public schools in that city, was graduated from the U. of Pennsylvania with a Bachelor of Arts degree and from the U. of Pennsylvania law school.

In 1938 he was admitted to the Philadelphia Bar and for the next three years practiced law in that city. In 1941 he joined the *Philadelphia Record* as a general assignment reporter, and later became its religious editor.

He served in the Army from 1943 to 1946, editing several camp newspapers. Upon discharge from the Army as a technical sergeant he returned to the *Philadelphia Record*, remaining until the paper discontinued publication in 1947.

In 1947 and until Nov. 1, 1948, he was Philadelphia correspondent for several publications, including BROADCASTING, for which he worked on a number of special assignments. He also operated a specialty printing establishment.

Mr. Brandschain's unique combination of experience in law as well as in journalism fitted him for unusually competent coverage and editing of labor and business news in radio and television.

He is survived by his widow, Mrs. Fay Brandschain, of 147-47 72d Ave., Kew Gardens, N. Y., and a son, Steven David Michael, 4½ years of age.

Who KEEPS 'em listening in Oregon?

BARNEY.. in the BARNEY KEEP Show- another big KEX participation program!

According to listener mail, letters to the editor, and other sounding-boards-of-public-opinion.. Oregon's new favorite radio comic is Barney Keep, at 3:30 PM daily on KEX. Barney's merry show follows no routine format; it's a mad mixture of talent interviews and side features such as "The Department of Useless Information" and "What the Screwballs Are Doing." Portland likes Barney; Oregon likes Barney; but no advertiser will find the likes of Barney at anywhere near the price! Participations available. Check with KEX or Free & Peters.

KEX PARTICIPATION SHOWS are a "buy-word" throughout the big OREGON COUNTRY

Kay West • Northwesterners • Squirrel Cage .. and now BARNEY KEEP

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

THOS. LEE RADIO

Three Bids Under Consideration

THREE BIDS on the radio-TV properties of the Thomas S. Lee Estate were under consideration last week, with one bidder reportedly seeking the entire package and two others undertaking to split it up.

The bidders were known to be:

Ed Pauley—California oil man and applicant for television in San Francisco. Understood to be bidding, with associates, for all of the Don Lee radio-television properties.

CBS—Reportedly bidding about $3 million for the KTSL (TV) Los Angeles properties and Don Lee's new $3 million building at 1330 Vine, Los Angeles

Liberty Broadcasting System—Said to be bidding for all the properties other than those sought by CBS (also see separate Liberty story, page 18).

Public Administrator Ben H. Brown, who is considering the offers with counsel for R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee, and with attorneys for contestants of the will, told BROADCASTING that consideration was continuing with no decision yet.

Col. A. L. Lintner, New York capitalist and businessman who makes his headquarters in Anchorage, Alaska, who had been expected to be among the bidders, decided for reasons of health to make no offer.

CBS currently owns a substantial minority interest in KTTV (TV) Los Angeles which it would have to relinquish in event its offer for KTSL is accepted.

Stations owned by Don Lee in addition to KTSL (W6XAO) are KHJ Los Angeles, KFRC San Francisco, KGB San Diego, KDB Santa Barbara, and KHJ-FM.

TIME CLAUSE

Court Upholds FCC Rule

THE SUPREME COURT last week upheld the validity of FCC's rule against the granting of rights to station time as part payment in the purchase of a station.

The action was taken by affirmance of a ruling in which a three-judge district court in Chicago upheld the Commission's rule in a case involving WJOL Joliet, Ill., and A. J. Felman, a former owner [BROADCASTING, Feb. 27].

Mr. Felman carried the appeal to the Supreme Court. The Supreme Court issued no opinion, merely granting FCC's motion to affirm the ruling of the lower court.

FCC meanwhile has extended to Sept. 1 the time within which the WJOL-Felman contract shall be made to conform with the Commission rule. The contract, which was part of the sales price when Mr. Felman sold the station, gives him 45 minutes of station time per day to advertise his department store.

Under the FCC rule, existing contracts providing for reservation of time as part of a station sales price must be renegotiated to provide for termination not later than 1964 and to permit earlier cancellation by the station upon payment of a reasonable sum covering the unexpired portion.

In the meantime, the rule appears headed for another test in the U. S. District Court for New Mexico, where KOB Albuquerque has filed suit in an effort to rid itself of a time-reservation contract with the New Mexico A. & M. College, a former owner [BROADCASTING, May 29].

RCA ROYALTIES

Announce Cuts Up to 50%

RCA last Friday announced reductions up to 50% in patent royalty rates applying to radio and TV receivers, transmitters and tubes, as well as electric phonographs, effective June 1.

Royalty rate reductions for radios and phonographs are from 2¼% to 1⅛%; for TV sets, including combination models, from 2¼% to 1¾%; for receiving tubes, including cathode ray viewing tubes for TV receivers, from 2½% to 1¾%; for transmitting tubes from 3% to 1¾%; for power tubes from 2% to 1¾%; for transmitter apparatus from 3% to 2%; for other commercial apparatus from 2½% to 2%.

In announcing the reductions in RCA's standard royalty rates, Brig. Gen. David Sarnoff, chairman of the board, said that they "are in accord with RCA's tradition of continuously reducing, so far as practicable, the cost of bringing inventions and new developments to the industry and the public. RCA's original royalty rate was 7½% for radio broadcast receiving sets. In 1932 this was reduced to 5% and in 1940 it was further reduced to 2¼%."

These latest reductions, Gen. Sarnoff said, "are a further reflection of RCA's efforts to keep the radio and television industry fully abreast of the art at a minimum cost to the industry and the public."

ROBERT COMPTON

WCAZ Carthage Owner Dies

ROBERT COMPTON, 54, owner of WCAZ Carthage, Ill., and founder of WTAD Quincy, Ill., died June 3 at a hospital in nearby Keokuk, Iowa, as a result of a heart attack. Mr. Compton, who had heart trouble several years, was in the hospital for a checkup.

He put WTAD on the air in Carthage in 1926, and later moved the station to Quincy. He then bought WCAZ Carthage from Carthage College, which put the station on the air in 1921. It is operated by Superior Broadcasting service, with Mr. Compton as president.

He is survived by his widow and a daughter. Private services were conducted in Carthage last Monday.

IT'S "the sweetest music this side of heaven" for C. F. Smith Co., Detroit grocers, after sale of Ziv's *Guy Lombardo Show* for 52 weeks on WJR Detroit. Discussing contract are (l to r) William A. Mullane Jr., advertising executive; H. W. Hart, pres., Smith Co.; Mr. Lombardo; Walter Miller, Ziv sales.

A 52-week contract for the *Red Ryder Show* on KWPC Muscatine, Iowa, is inked by Willard Small (seated), owner and operator of Pure Milk Co., sponsor of program. Looking on as he completes the agreement are Irving H. Kempner (l), Harry S. Goodman representative, and George Volger, general manager of KWPC.

SPONSORSHIP of news show, *Your Radio Newspaper*, on KTSA San Antonio is set by B. B. McGimsey (seated), v. p. and general mgr., Pearl Brewery, San Antonio. Standing (l to r) are Charles D. Lutz, KTSA mgr.; Jack Pitluk Jr., Pitluk Advertising Agency; Vic Kennedy, asst. genl. mgr., Pearl Brewery.

TOM FIFE (seated, r), pres., Sioux City Livestock News and Educational Foundation, sets sponsorship of *Central Public Market News* on WNAX Sioux City. Others are (seated) Ira Rodeen, foundation secy.-treas.; (standing) Donald D. Sullivan (l), WNAX coml. mgr.; Ed LaGrave, WNAX acct. executive.

KEEPING *The Lonesome Gal* company during signing of contract that gives Maier Brewing Co., Los Angeles sponsorship of program on KHJ Los Angeles are Bill Baxley (l), Don Lee account executive, and Don Breyer, vice president and manager, Brisacher, Wheeler & Staff, agency for Maier.

ARRANGING his firm's 10th consecutive year of advertising on KWK St. Louis is Morris Schneider (seated), pres., Credit Jewelers. With him are (l to r) W. H. Averill, KWK sales; V. E. Carmichael, KWK v.p.; Harold Kirsch, pres., Harold Kirsch Agency; Ed Wilson, star of Schneider show.

GETTING set to complete arrangements for a package contract of programs and spots for Canadian Ace beer on WKNK Muskegon, Mich., John M. Towers (r), assistant national sales manager for the brewing organization, is handed the pen by Don Mann, manager of the 1 kw, 24-hour-a-day outlet.

LONG term contract for sponsorship of three programs daily on KLMR Lamar, Col., is taken by Lee Flora (r), Rexall druggist. Discussing agreement with Mr. Flora are Dorothy Ann Shaffer, sales manager for KLMR, and Orth Bell, KLMR program director who writes and produces the programs.

with great pride

WWJ AM-FM

ACKNOWLEDGES RECEIPT OF THE

George Foster Peabody Award for 1949

"For outstanding public service by a regional station . . . in at least four series of programs."

Protect Your Child . . . . *"An intelligent approach to sex crimes."*

The Best Weapon . . . . . *"Dealt wisely, but not alarmingly, with the polio epidemic."*

Meet Your Congress . . . *"Brought . . an understanding of problems and issues of joint interest"*

World Forum . . . . . *"Carried listeners beyond national horizons."*

WWJ was also the proud recipient of the coveted Alfred I. du Pont Award for 1949

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

STEPHEN SCHEMBRI, *Garage Manager, 22-34 93rd Street, Jackson Heights, Queens.*

"One of the reasons why I listen most often to WOR is because it's such a clear station. I always know wherever I am, no matter what the weather is, that I can get it. It's a pretty nice thing to know. In fact, my wife and I usually just push the WOR button and stay put for the whole evening."

MRS. WILLIAM PULSCH, *Housewife and Store Owner, 52 Clark Street, Brooklyn, N. Y.*

"WOR! Why WOR is John Gambling! My goodness, I purposely get up early for him every morning. I've even persuaded my husband to get up earlier so we can listen together. I love Gambling's wholesome outlook on life. When I heard he was sick last year I felt terribly. He's just that kind of man. You feel close to him and somehow I feel close to WOR . . . because of him and the other personalities like him. You can see why it's the *family* station and the one we listen to most often."

"why I listen most o

being a report on many nice people who told us, face to face, some of the reasons that make WOR the station listened to most, by more people, more often, than any other station in the United States

XUM

WILLIAM CINER, *Store Owner,*
1353 Sheraton Avenue, Bronx, N. Y.

"There's something about the news that WOR sends out that has made me a fan for many years. It's fair, you know. Never gives you one side without the other. I guess it's this intelligent approach that I most admire . . . it's a hard enough thing to find these days. 'Meet The Press', for instance, is a program I never miss. No wonder I listen to WOR most often."

MRS MAUDIE IRBY. *Housewife,*
223 West 116th Street, New York.

"I love WOR for its people. People like Kate Smith—they set me all aglow. I like her voice and the way she comes out with plain facts and tells you the truth. And those McCanns—Alfred and Dora—I feel I almost know them personally. Their ideas on food have helped me enormously. And then there's WOR's news! My husband wouldn't leave in the morning before he's heard it. Why, we practically set our day by WOR! That's why we listen most often to WOR."

st often to WOR...."

One early, rain-swept morning about three weeks ago, a WOR writer named Shirley Lansing and a photographer called Pastarnack, tumbled into a little convertible at 9th Ave. and 42nd Street and wheeled away to meet about forty or fifty of the hundreds of thousands of people who listen to WOR in the five boroughs of New York.

Their instructions were simple: See anybody, anywhere.

continued on next page

continued from preceding page

MOLLY CLANCY, *Hair Stylist,*
268 Alexander Avenue, Bronx, N.Y.

"It may sound silly to love a station for its sense of humor, but I feel that way about WOR. WOR gives me a lift, like a good friend. WOR brings me fun. That's why I listen to it most often. For instance, I'll find myself howling with 'Can You Top This' and 'Second Honeymoon' and then there's the warm kind of fun I have when I hear 'Breakfast With Dorothy and Dick'. It's warm; that's it! That's WOR!"

IRENE KOSLAN, *School Teacher,*
2055 Anthony Avenue, Bronx, N. Y.

"I've got a pretty heavy schedule to maintain and I don't waste my time on trivialities. WOR's 'Opera Concert', however, is a program I make time for—that and 'The Deems Taylor Concert'. And there's a woman's program that I listen to very conscientiously—Martha Deane. I first heard about Cortisone, the new arthritis drug cure, on her program. There seems to be so much more, more often on WOR."

Just ask the person—"What New York station do you listen to most often? Why?" The decimal dignitaries could find this method as holed as a Swiss cheese, but, to us, it was just a "story"—the kind of thing good newspapers do every day.

What WOR's two people saw and what they heard is mirrored in the interviews here. When you have read them, WOR is sure you'll say, "Small wonder that WOR does the amazing things it does in the homes of more than 4 million families in 14 states for a majority of the biggest and the smallest advertisers in America."

MRS. MARY HURLEY, *Housewife,*
188 Lincoln Avenue, Bronx, N. Y.

"There's so much more to WOR . . . I mean in the way of entertainment and, well, scope! I'm a theatre fan, so I always listen to 'The Family Theatre' and 'The Damon Runyon Theatre.' But for years I've thanked WOR for Gabriel Heatter. I like his humanism and the way he explains the news. He doesn't rush through his reports like lots of other commentators. He gives a feel to the news and makes me feel I'm closer to the world and so to its news."

WILLIAM COINE, *Designer,*
9241 63rd Avenue, Forest Hills, L. I.

"To me, WOR stands out for its sports coverage. You can't beat Stan Lomax. He's always been one of my favorites. I get him every night as I drive home. And when he finishes up, I really feel up to date on the entire sports world and its personalities."

the station listened to
most often,
by more people
than any other station
in America

WOR

ARTHUR NAHMACHER, *Seaman,*
432 Yetman Avenue, Staten Island 7, N. Y.

"You might say I'm strictly a weather man. And wherever I am, I stay up for WOR's 11:25 weather report. I've never heard anything like it. That 'Nemo' really gives a working and reliable overall picture of weather and future trends. WOR brings you stuff you can depend on."

To an Account Executive

with radio budget problems and an ulcer

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the *New World Symphony* from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal *finale*—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. *Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.*

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan's. *Iowa's rockless soil produces more wealth each year than all the gold mines in the world.*

Before you dash out for a harried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A one-minute Class A commercial on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $27.00 (52-time rate). It's a market worth reaching—and in Eastern Iowa WMT *reaches.*

Please ask the Katz man for additional data.

5000 WATTS
Day & Night
600 KC

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

CHANNEL ISSUE

FAB Asks FCC Revision

BREAKDOWN of clear channels, with the goal of revised station assignments in Florida, was recommended June 3 by the Florida Assn. of Broadcasters at the closing of a two-day meeting held at Orlando [BROADCASTING, June 5].

In a resolution calling on FCC to decide the clear-channel case, the association pointed out that pending negotiations with Cuba do not offer Florida any hope for assignments on frequencies to be withheld. It contended that new assignments could be made "without detriment to the present licensees of such clear-channel frequencies."

FAB went on record to ask review of the 3% sales tax on sale and use of certain property in Florida, contending broadcasting as an industry should be placed on a parity with other media of public information.

Other resolutions commended FCC Commissioner Rosel Hyde; Capt. John Cross, State Dept.; Grady Norton, Florida Hurricane Service, and Lt. Col. D. J. Wilkins, U. S. Army, all of whom spoke at the meeting; paid tribute to the late George C. Johnston, owner of WDBO Orlando, and congratulated BMI on its 10th anniversary.

Attending the meeting were:

Anderson, Herb, WTSP St. Petersburg; Ballinger, Kenneth, Tallahassee; Baskerville, Chas., WFLA Tampa; Bauer, A. J., and Mrs., WINK Ft. Myers; Bernhard, J. E., WFOY St. Augustine; Brown, J. Allen, WLOF Orlando; Browning, John B., WSPB Sarasota; Camp, Harry, WQAM Miami; Carter, Sam, World Broadcasting System, New York; Chamberlain, Dolph, WGGG Gainesville; Covington, Ted, WONN Lakeland; Cross, Mr. & Mrs. John, State Dept., Washington; Cummings, Harry E., station rep., Jacksonville; Danforth, H. P., WDBO Orlando; Davis, Mike, WJBS DeLand; Esch, W. W., WMFJ Daytona Beach; Feagin, Bob, WPDQ Jacksonville; Fidlar, Robert, WIOD Miami; Gilchrist, Tom, WTMC Ocala; Gillespie, Henry A., RCA Thesaurus, Atlanta; Graves, Herschel, WTAL Tallahassee; Hazelton, Frank, WTNT Tallahassee; Hill, Gene, WORZ Orlando; Hopkins, John T., WJZX Jacksonville; Hosford, Joe, WTAL Tallahassee; Hunter, Mrs. John, WLBE Leesburg; Hunter, Mrs. Paul, WLBE Leesburg.

Jones, Paul, WFLA Tampa; Kay, Peggy, Newspaper News; Kettler, Pete, WGBS Miami; King, Frank, WMBR Jacksonville; LeGate, James, WIOD Miami; Letson, Ben, WCNH Quincy; Long, Maury, BROADCASTING; Lown, Bert, Associated Program Service, New York; Marshall, Glenn, WMBR-TV Jacksonville; McBride, W. G., WDBO Orlando; Mickle, Lauren, WJBS DeLand; Mitchell, L. S., WDAE Tampa; Mizer, Fred, WGBS Miami; Morton, Sam, AP Jacksonville-Atlanta; Norton, Grady, U. S. Weather Bureau, Miami; Owings, Dorsey, BMI New York; Powell, Maj. Garland, WRUF Gainesville; Prosser, John, WKAT Miami; Rollins, Larry, WSIR Winter Haven; Silver, Douglas, WIRA Ft. Pierce; Skelton, Ken, WDAE Tampa; Smiley, David Jr., WDAE Tampa; Spivey, Marvin, Stateman Productions, Atlanta; Stark, D., WTTT Coral Gables; Stone, Jerry, WNDB Daytona Beach; Storer, George B., Fort Industry Co., Miami; Stubblefield, Capitol Transcriptions, Hollywood; Taylor, Sherman, WJCV Winter Haven; Temple, Fred, WDSR Lake City; Thorpe, George, WVGG Coral Gables; Tison, W. Walter, WALT Tampa; Veal, J. H., WCOA Pensacola; Venn, Bob, WMIE Miami; Ward, S. O., Lakeland; Watson, Mr. & Mrs. Tom, WWSN Belle Glade; Weiland, Jonas, WINZ Hollywood; Weiss, George, Sponsor, New York; Wheeler, Mel, WEAR Pensacola; Wilkins, Lt. Col. Donald F. USAF, Washington; Wilson, Hank, WJCM Sebring; Vickrey, Vic, SESAC, New York.

Turnabout

THE CUSTOMER — who's always right — recently bought time on WPTR Albany to pay respects to an advertiser, Capitol Buick, in that city. Jane Barton, formerly in publicity in New York and now with New York State Dept. of Commerce, purchased time (10-10:15 a.m.) on Beth Lee's *Woman's Page of the Air* to call attention to the courtesy and service shown her by the auto dealer.

NUTMEG NETWORK

Formed by Conn. Stations

FIVE-STATION Nutmeg Network, formed to serve Connecticut listeners with special events and other program fare, is now in operation with member stations comprising WDRC Hartford, WICC Bridgeport, WELI New Haven, WBRY Waterbury and WICH Norwich.

According to a joint statement issued by the stations, special events will feature important political broadcasts and other "remotes" in the state "strategically covered" by the stations. "Each station will be responsible for network broadcasts in its area," the announcement added.

1907 Joseph C. Eggleston 1950

FUNERAL services were held last week for Joseph C. Eggleston, 43, commercial manager of WMC WMCF (FM) and WMCT (TV) Memphis, Tenn., who died of a heart attack June 4. He was widely known in radio, television, advertising and newspaper fields, and previously was associated with The Branham Co., station representative.

Mr. Eggleston was appointed commercial manager of the three Memphis stations in 1936 after serving a year in the advertising department of the *Commercial Appeal*. He was active in local civic, charitable and religious organizations and was a veteran of World War II. Mr. Eggleston was past president of the Exchange Club of Memphis, member of the board of directors of the Colonial Country Club of Memphis, and an officer of the Advertising Club and Sales Managers Club in that city.

Mr. Eggleston is survived by his widow, Isabel; two sons, Joe Jr. and James F.; three sisters, and one brother. He was born in Franklin, Tenn., in 1907.

UNITED STATES STEEL HOUR

Summer Concerts

NBC SYMPHONY ORCHESTRA

With such distinguished soloists as: MELCHIOR, KAPELL, MAYNOR, MERRILL, TRAUBEL, CONLEY

SUNDAY EVENINGS 8:30 P. M.

NBC NETWORK

Every Sunday, June 11 through Sept. 3

GEORGE HICKS *Speaking for U.S. Steel*

SPORTS RESTRICTIONS

Hit by Pa. Group

RESTRICTIONS of major and minor leagues on broadcasts of baseball games were "condemned" Monday by the Pennsylvania Assn. of Broadcasters, meeting at Bedford Springs Hotel, Bedford. The association adopted a resolution declaring the rules "are not in the public interest in free dissemination of news."

The group decided to name a committee to meet with the Pennsylvania Interscholastic Athletic Assn. to discuss mounting charges for rights to play-by-play pickups of high school athletic events.

Other resolutions called for a study of a plan to conduct a state radio coverage study in cooperation with Penn State college, and commended Frank Smith, WBVP Beaver Falls, retiring PAB president.

Victor C. Diehm, WAZL Hazleton, was elected president. Other officers elected: John S. Booth, WCHA Chambersburg, vice president; David K. Bennett Jr., WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer. Directors elected were: Mr. Smith; George D. Coleman, WGBI Scranton; Roger W. Clipp, WFIL Philadelphia; James F. Murray, KQV Pittsburgh; Charles E. Denny, WERC Erie; C. G. Moss, WLTR Bloomsburg; Tom Metzger, WMRF Lewistown.

Weekend events included a PAB directors meeting Saturday evening and golf tournament Sunday. Mr. Murray and Louis Rose, Bon Ton Department Store, Greensburg, had low scores of 73 in the "kicker handicap."

MBS officials met Sunday with affiliates from Pennsylvania, Virginia and West Virgina. Representing the network were Frank White, president; E. M. (Pete) Johnson, stations relations vice president, and R. W. Carpenter, eastern manager of station relations.

Joseph M. Cleary, WESB Bradford, Pa., presided at a news panel. Other participants were Frank D. Coslett, WBRE Wilkes-Barre, and Jason Gray, WCED DuBois. Mr. Cleary said WESB requires newsmen to initial the wire report at least once every quarter-hour and called for use of "English rather than slang" in news broadcasts.

Mr. Coslett suggested local and national news should be intermixed, and favored use of separate voice for the commercial. Mr. Gray stressed the power of local news.

Mr. Murray presided over a sports panel. Opinion ran high over the increasing cost of covering high school sports events.

Abe Redmond, WHP Harrisburg, described successful use of radio news by banks and urged stations to do a better job of local programming.

Gordon Gray, WIP Philadelphia, head of the All-Radio Presentation, described the "Lightning That Sells" movie. After showing a 21-minute version of the industry promotion film, PAB members voted overwhelming that it was "good" with no votes for "poor" or "fair."

Mr. Clipp was chairman of a metropolitan market commercial panel. Other participants were Carl Dozer, WCAE Pittsburgh; Herb Kendrick, WHGB Harrisburg, and Mr. Denny, of WERC. Mr. Clipp outlined benefits of close cooperation with local dealers and declared local promotion is as important as program acceptance. He suggested formation of a Pennsylvania network.

Follow Rate Cards—Dozer

Mr. Dozer called for adherence to rate cards or issuance of new cards. Mr. Denny told how WERC is sold up to 2 a.m. as one step in meeting competition of television. There is no substitute for local news, he said, WERC having six persons assigned to news and special events. Mr. Kendrick stressed sincerity of staff members in selling and reading commercials.

Joseph E. Baudino, KDKA Pittsburgh, introduced the guest luncheon speaker, Theodore Roosevelt III, Pennsylvania Secretary of Commerce. Mr. Baudino is radio director of Pennsylvania Week, to be held Oct. 16-22. He told how PAB will cooperate in the event.

In a small market program-commercial panel advantages and disadvantages of per inquiry and political business were discussed. **Participants included Harry Burwell, WMBS Uniontown; Tom Price, WBVP Beaver Falls; David Potter, WNAE Warren; Boyd Siegel, WJPA Washington; Art Graham, WKST New Castle; Messrs. Diehm and Booth.**

Mr. Coleman, of WGBI, NAB District 3 director, asked stations to consider carefully before resigning from NAB. He presided over a metropolitan market program panel.

Participants included Bob White, KDKA, and Leonard Kapner, WCAE. Mr. Kapner told delegates that schools offer a good opportunity for public service and improvement of station ratings. Mr. White urged stations "to look for the other side of public service controversies."

C. G. Moss, WLTR Bloomsburg, Pa., was chairman of the resolutions and by-laws session. Participating were David J. Bennett Jr., WKBO Harrisburg; Ed Hirshberg, WEDO McKeesport, and Ken Rennekamp, WKRZ Oil City. George Podeyn, WHJB Greensburg, was chairman of the nominating committee.

"LET'S BUY US A YACHT, SUSIE!"

US big-farming spendthrifts in the Red River Valley live high, wide and handsome, believe us. Lavish spendin' comes easy to our fabulous farmers, because they earn far more dough than the national average. . . .

WDAY, Fargo, is the one sure-fire way to reach our wealthy hayseeds. Hoopers prove that WDAY consistently gets top ratings in Fargo and Moorhead. On weekday afternoons, for example (Jan.-Feb., '50), WDAY gets a 70.3% Share of Audience against 9.7% for the next station. And this same preference must exist *outside* of town, too, because WDAY has racked up some of the nation's most impressive mail-pull stories.

Let us or Free & Peters send you all the facts about pioneering WDAY. You'll be glad you did!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Your first radio choice in Baltimore!

March-April, 1950 Hooper Station Audience Index Shows

WCAO

"The Voice of Baltimore"

1ST

IN THE MORNING!
Share of audience is 30.1 (20.9% ahead of nearest competition)

IN THE AFTERNOON!
Share of audience is 21.0 (17.3% ahead of nearest competition)

IN THE EVENING!
Share of audience is 16.3 (38.1% ahead of nearest competition)

IN SATURDAY DAYTIME!
Share of audience is 21.8 (21.1% ahead of nearest competition)

IN TOTAL RATED TIME PERIODS!
Share of audience is 19.0 (35.7% ahead of nearest competition)

ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

and now...over a 6-month period...

WCFL Leads in Chicago

in Pulse-Rating Gains

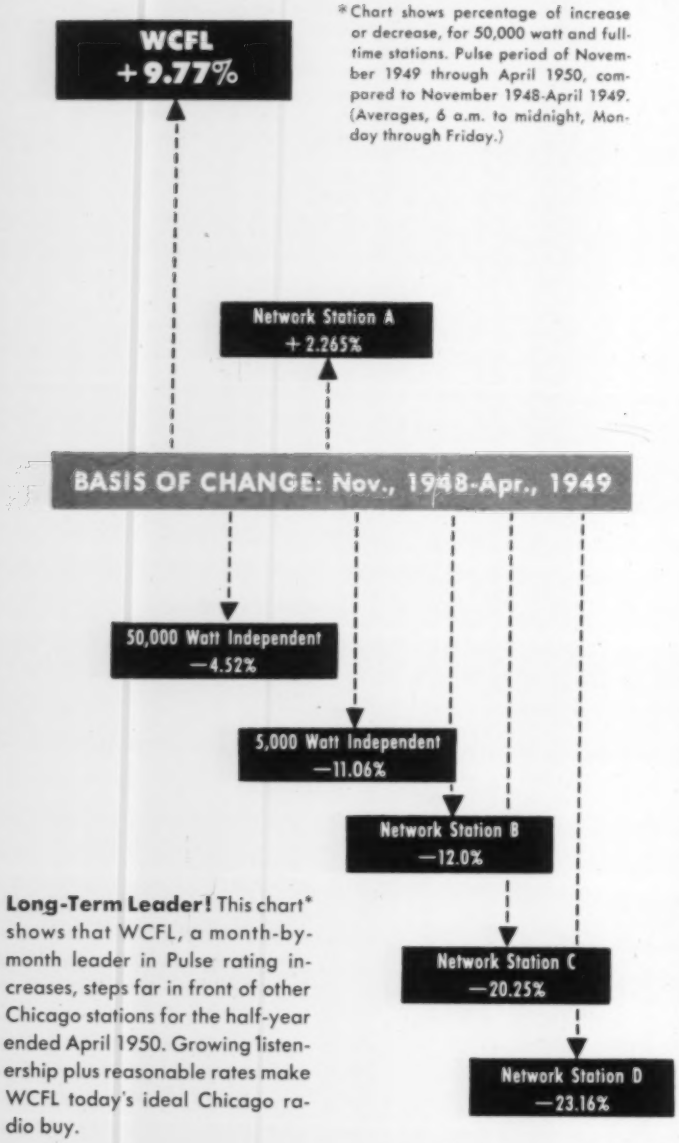


*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-April 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

Long-Term Leader! This chart* shows that WCFL, a month-by-month leader in Pulse rating increases, steps far in front of other Chicago stations for the half-year ended April 1950. Growing listenership plus reasonable rates make WCFL today's ideal Chicago radio buy.

WCFL

An ABC Affiliate

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

Feature of the Week

DRAMATIC use of radio has been demonstrated by WDMJ Marquette, Mich., in the station's interview with two fugitives and their captors near a wooded and swamp land area in Michigan's Upper Peninsula.

Only too often there is news of killings and manhunts over the radio but it is more unusual when a radio man joins a posse to track down two gun-toting desperadoes in order to "get the first hand interview." That's what WDMJ Station Manager Raymond G. Ulbrich did on May 20.

Interviewing a state trooper at the scene of capture is Mr. Ulbrich.

* * *

Two fugitives who had escaped 10 days earlier from an Ohio prison farm where they had been serving time as safecrackers were snared by Michigan State Troopers after they were trapped in a swamp. The Russell brothers, who had been engaged in several running gunfights and had terrorized the eastern end of the peninsula, bedded themselves down in the swamp area after one of the pair was wounded by police officers.

Mr. Ulbrich, convinced that the reactions of the people in the immediate area, the captors and the captives themselves were worth recording, followed state troopers who were combing the area in a county adjoining Marquette. The station manager carried a 30-calibre deer rifle, but he says: "I didn't feel too proud. We [a news photographer accompanied him] were right in line with the return fire of the hunted men, who, fortunately for us, had run out of ammunition."

When police flushed the two

(Continued on page 80)

On All Accounts

AT THE AGE of seven, Ralph S. Bing edited a family newspaper, charging the relatives for their advertising. This no doubt was the embryo of that flourishing advertising agency, Bing & Haas, Cleveland, Ohio.

Born in Cleveland May 21, 1917, Ralph attended University School and Heights High, both Cleveland, U. of Illinois and Cleveland College of Western Reserve U. He was advertising manager of the Heights High paper, *The Black and Gold*.

The Bing & Haas Agency was formed in July 1946. Gertrude Haas, the other partner in the firm, and Ralph have known each other all their lives. Miss Haas did commercial art work for Sears, Roebuck & Co. and several department stores before starting the agency with Ralph. Just prior to the agency partnership, Ralph was advertising manager for Lampl Fashions Inc. He firmly believes now that had he known the work involved in starting an agency, he would never have had the nerve.

RALPH

The firm, which started out with three accounts, in four years has increased this to over 42 accounts. The staff originally consisted of Ralph and Gertrude; Ralph handling the contact work, copy writing and administrative angle, Gertrude the art work and production. The agency now has grown to five staffers. During the firm's first year the youthful partners gained local and national recognition, and Ralph states that within three years the partnership should be ready to apply for 4 A's.

One of Bing & Haas' most important accounts is the annual Grotto Circus, whose attendance has risen steadily for the past four years under the agency's able handling. Other accounts include Blauschild Motors, Pelunis Motors, Fluorescent Equipment & Mfg. Co., J. H. Boesch Carpet Co., Bradley Sweater Co., and Big Four Lumber Co., to name but a few.

The indefatigable Ralph Bing also has time for such hobbies as badminton, tennis, wood and metal working and pipe collecting. One of his main hobbies is photography and some of his work has been exhibited in Cleveland. He aspires to acquire a home in the country and a boat, to see the business expand and to have a vacation once a year. A nine-day trip to Bermuda last April was his

(Continued on page 83)

Mr. Time Buyer:
Before you run off on your vacation, check your Fall Schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS

ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE

MUTUAL BROADCASTING SYSTEM

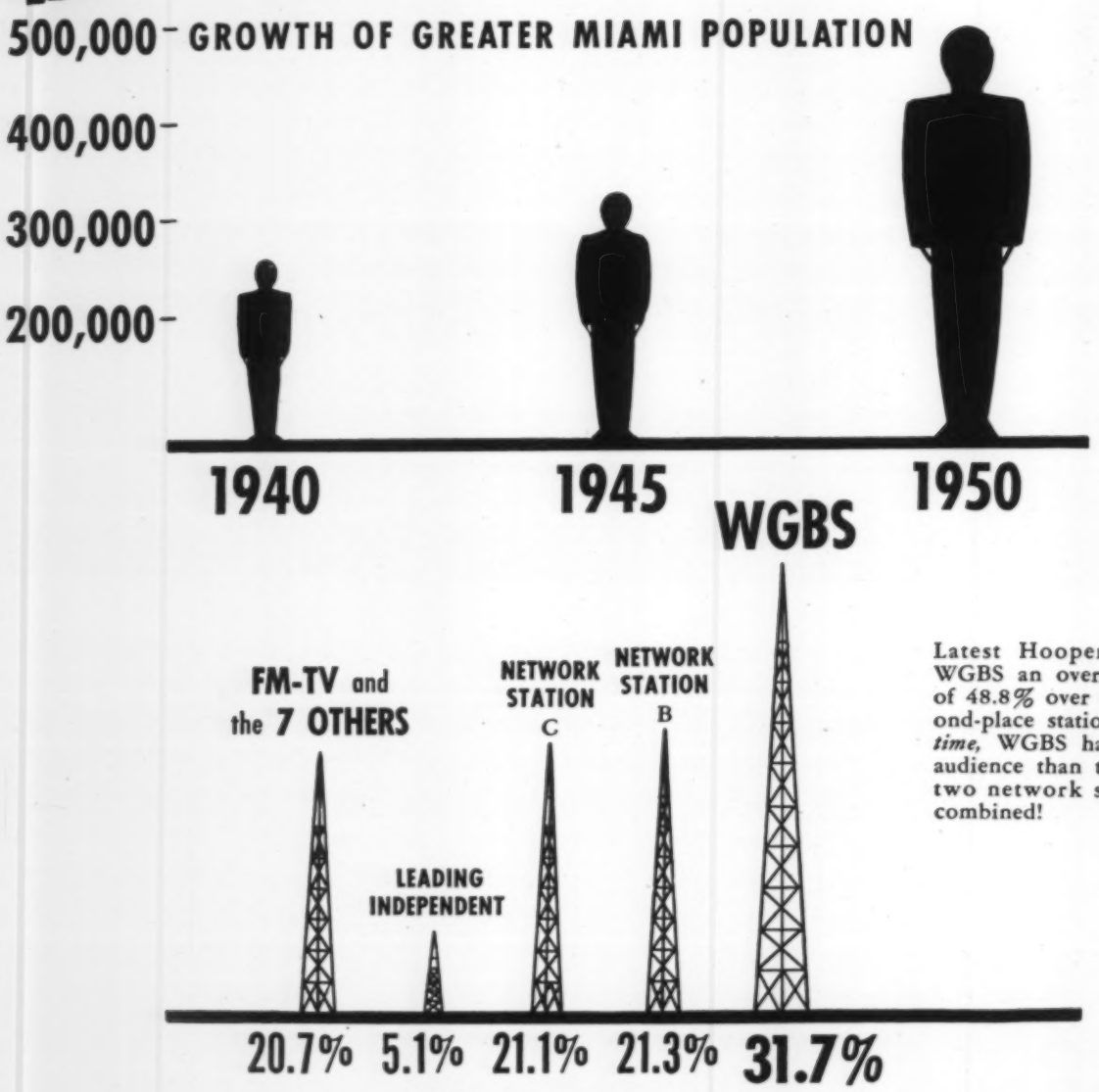
James A. Noe, Owner
James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

FLASH...



TOTAL RATED TIME PERIODS
HOOPER-MARCH-APRIL 1950

Latest Hooper gives WGBS an overall lead of 48.8% over the second-place station. *Daytime,* WGBS has more audience than the next two network stations combined!

XUM

1950 CENSUS
GIVES MIAMI AREA
OVER 500,000

Here is one of America's most amazing success stories . . . the new 1950 Greater Miami of over a half million permanent residents . . . and a year-around economy expanding both in volume and soundness. Greater Miami in 1950 takes its rightful place among America's major markets and, at the present rate of growth, heads for its first million in the next ten years.

1950 HOOPERS GIVE STATION WGBS
AUDIENCE LEAD IN MIAMI MARKET

Here is another amazing success story. Station WGBS, 50,000 watt CBS affiliate in Miami, has doubled its share of audience in just the last two years. Growing with Greater Miami, serving well the cultural and economic interests of all South Florida, WGBS is now the established leader in a field of twelve stations. With the highest standards of broadcasting as its guide, WGBS sets the pace in Miami, just as the other members of the Fort Industry family star in the communities they serve.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455

XUM

Editorial

Clinical Analysis

THERE'S something new under that radio sun. Perhaps you won't recognize it by its name, "National Spot Radio Clinic."

Last week, in Chicago, a hundred executives of the stations represented by Free & Peters met in closed session with top brass of the representation firm. They discussed every facet of sales, programming and promotion. They got into ordinarily mundane "housekeeping" matters. They discussed standardization of rate card formats, TWX codes, and other time-savers and simplifications of interoffice procedures.

They left convinced they had accomplished plenty. They commanded repeat performances.

The clinic idea is far from new. They have been held at many NAB conventions and at district and state association meetings. These, however, of necessity have been broader in scope and generalized.

Here a group of non-competitive stations, with a common purpose, met with their sales organization. It was the doctor-patient relationship. They heard straight stuff from top agency people. They compared notes. They decided upon uniform practices, to coordinate the buying and selling side of their facilities. They came voluntarily. It was high tribute to Preston Peters and his organization.

Most significant, it connoted clearly a resurgence of affirmative selling.

Business Trends

A MONTH hence there will gather in New York two dozen of the topmost business and industrial leaders of the nation. They will meet under the aegis of radio, to function voluntarily as the NAB Business Trends Committee, and chart trends in the American economy, in conjunction with leaders of radio.

This committee constitutes a veritable Who's Who of commerce and industry. Its roster reads like an advisory council to the President of the United States. It will meet periodically. It will observe the entire national and world scene. The results of its deliberations will permeate the economic fabric of the nation.

It is a compliment to radio, and to the men who guide its destinies, that these business leaders accepted the invitation to serve.

The idea for the Trends Committee was developed by Richard P. Doherty, NAB employe-employer relations director. It was avidly endorsed by President Justin Miller, and authorized by the NAB board last February. Mr. Doherty, former economics professor at Boston U. and a former executive director of the Industrial Relations Council of Metropolitan Boston, did not receive a single rejection to an invitation to serve.

The committee, of course, will deal in broad economic patterns, looking toward wholesome development of our free, competitive system. However, radio leaders from individual stations and networks alike will be afforded the opportunity to tell the radio and TV stories at first hand, and around the conference table.

In these days of adversity within the NAB, the Trends Committee, along with the front-line forays of the Broadcast Advertising Bureau, tends to brighten the otherwise bleak outlook.

In the months ahead, they may well prove worth the whole price of admission to an inevitably reorganized NAB.

TV's Low Road or High?

COLOR continues to monopolize the TV regulatory spotlight. The infinitely more important problem of competitive nation-wide television —involving basic allocations—perforce remains in the wings, apparently to emerge only when the color prima donna has completed her performance.

The deep freeze continues. Since no timetable on TV yet has been accurate within a half-dozen months, statements that the freeze will end this year would seem to need at best a liberal dosing of salt.

To us, the greatest mystery has been the utter complacency of broadcasters, manufacturers and public alike on the real allocations issue. That is the compound question whether television is going to remain in the VHF or low band, whether the plan to have mixed VHF and UHF allocations will be retained, or whether the Commission will elect to move all television "upstairs" into UHF.

Certainly Chairman Coy and members of the FCC have done something more than broach the question. Inquiries about built-in adapters to cover UHF most assuredly could relate to a wholesale move as well as to the possibility of mixed VHF-UHF allocations.

Some of our public officials apparently feel that television might be better off starting from scratch in the UHF, where it would have a potential of some 2,600 stations as compared to the 500 or 600-station potential of the present VHF. Or, alternatively, that at least television should be contained in the UHF and the present Channels 7 through 13, which represent the top side of the VHF.

This thinking undoubtedly recognizes the clamor which aviation, mobile and other non-broadcast services are making for low-band space now occupied by television. There's the feeling, too, that the VHF might constitute the "clear channels" of television, with UHF representing the equivalent of the small-coverage local.

Whatever the thinking, it behooves all those interested in television (and who in aural broadcasting isn't?) to take stock. Actually it is the resurgence of one of the original TV issues. Assistant Chief Engineer John A. Willoughby projected it two years ago.

It isn't wishful when Chairman Coy poses questions about a "cut-off" date for the use of the low band, as he has done repeatedly in the color hearings. It becomes less wishful when he talks of color TV in two years, perhaps, and a shift to UHF six years thereafter. The adapter question, popped at practically all manufacturers' witnesses, is not to be construed as academic.

There are 105 TV stations on the air—all on Channels 2-13. They are in 62 markets. Forty of them hold actual licenses. There are more than 6,000,000 sets in use, representing a probable billion-dollar public investment.

Substantial figures, these. Any plan to move "upstairs" would cause an upheaval of unprecedented proportions in the radio media. It would bring down the wrath of the public and of Congress. The Armstrong fight over moving FM upstairs would seem like an amateur performance. Those figures, however, will never diminish. Time runs against a switch-over. The freeze is effective only as to transmitters, not the public investment in receivers.

Those, it seems to us, are the questions to ponder. Instead of contemplating a move from VHF to UHF, should not the FCC and the industry consider adding VHF channels to the present 54-216 mc spectrum—space now occupied by the military and said mainly to be kept on ice against a national emergency?

It may be later than we think on a VHF-to-UHF move.

Our Respects To —

FRANK BULL

ADVERTISING agency executive by day; disc m.c. by night.

And both have proven lucrative to Frank Bull, partner in Smith & Bull Adv., Hollywood, who also is a vice president and director of Walter McCreery Inc., Beverly Hills advertising agency.

Mr. Bull, equipped with practical knowledge gained in early days of radio, has put that know-how to work. And in the span of a few years he and his partner, Dick Smith, have built the agency to one of the majors on the West Coast.

Besides actively supervising such well known agency accounts as Seaboard Finance Corp., Transport Indemnity Co. (11 Western states), Triangle Publications (Western division), Western Harness Assn., Western Open Golf Championships, J. E. Coberly (Lincoln-Mercury), Marshall & Clampett (DeSoto-Plymouth), M. J. Wershow Co. (auctioneers), and Los Angeles Rams (professional football), Mr. Bull conducts a nightly one hour *Americe Dances* record program on KFWB Hollywood and has been doing it for the past 11 years.

Mr. Bull takes this Monday through Friday program seriously too. Rated high in surveys for the past eight years, it has an avid audience. He takes the same obligation to his loyal listeners as he does to clients of his agency. To him, this program is the day's high spot on his busy calendar.

A great believer in giving the unknown an opportunity to achieve greatness, Disc Jockey Bull utilizes this nighttime program to carry out that philosophy. He features recordings of many a struggling singer or band, plugging a name until it catches on.

A native Kansan, Frank Bull was born on a river bottom farm near Winfield on May 27, 1897. His family migrated to Los Angeles in 1910 where he was graduated from Los Angeles High School five years later. A year at Los Angeles City College completed his academic education.

Then 17 years old, he started out to conquer the financial world. He wanted to be a banker and got himself a job as messenger with Heilman Night & Day Bank in Los Angeles. At the age of 23 he was chief teller.

Six years later when Beverly National Bank was organized in Beverly Hills, Mr. Bull joined as vice president and cashier, continuing in the banking business until 1927.

In the interim, he had become interested in that new thing called radio. As president of Beverly Hills Kiwanis Club, he was called upon often to do a bit of speech making—and he became an expert at it. This brought him

(Continued on page 86)

KOIN proudly acknowledges another Traffic Safety award...

In addition to the "National Safety Council Award" for 1949 KOIN is happy to receive the

1st

1st weekday mornings...1st weekday afternoons 1st evenings (Sunday thru Saturday) 1st total rated time periods.

(Hooper station audience index Dec. 1949 thru Apr. 1950)

CBS

AVERY-KNODEL, Inc.
National Representatives

KOIN and... KOIN F·M

A Marshall Field STATION

PORTLAND, OREGON

LAUD SARNOFF

French Grant Grand Medal

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week received the Grand Medal of the Association des Ingenieurs-Docteurs de France, for his services in war and peace that have in "great measure contributed to the development of public cultural relations on a world scale."

Gen. Sarnoff is the fourth American to receive the medal, which was presented by Philip Cortney, first vice president of the French Engineers of the United States.

The citation noted that Gen. Sarnoff carried out missions of "highest importance" in World War II, and added that "the great progress now achieved in the field of telecommunications" is attributable to Gen. Sarnoff's "vision and leadership."

In accepting the Grand Medal, Gen. Sarnoff said, "We are now in an era of radio vision as well as sound, and the promise of the future in telecommunications is greater than ever before. . . ."

BINGHAM QUITS

Leaves ECA French Post

RESIGNATION of Barry Bingham, president of the *Louisville Courier-Journal* and *Louisville Times*, licensee of WHAS, that city, as head of Marshall Plan mission to France was announced last Tuesday by the Economic Cooperation Administration. He will return to his publishing duties, according to ECA.

Mr. Bingham assumed his duties in April 1949, replacing David K. E. Bruce, who became ambassador to France. Harry Parkman, a Boston lawyer, will succeed Mr. Bingham as chief of the foreign recovery program in France.

Management

JOHN BALLARD, in charge of national sales office of The Nunn Stations for past six years, named assistant general manager in addition to continuing his present duties. Nunn stations include: WBIR Knoxville, Tenn.; KFDA Amarillo, Tex.; WCMI Ashland, Ky., and WLAP Lexington, Ky.

Mr. Ballard

LEROY BREMMER, formerly with KRSC - TV Seattle, appointed general manager of KERB, new 1,000 w daytime station in Kermit, Tex.

CLIFFORD EVANS, director of New York City television unit, appointed assistant to deputy mayor. He continues to supervise city's TV unit.

J. LEONARD REINSCH, managing director of WSB Atlanta, WHIO Dayton and WIOD Miami, elected to board of directors of Atlanta Newspapers Inc., publisher of *Atlanta Journal* and *Atlanta Constitution*. Mr. Reinsch and his wife have left for a Carribean cruise and vacation in Guatemala.

J. H. RATCLIFFE elected a director of Standard Radio Ltd., operating CFRB Toronto. He succeeds **D. I. McLEOD,** resigned.

G. C. LIVINGSTON named general manager and chief engineer of WATL-AM-FM Atlanta, Ga.

DEWEY H. LONG, veteran of 21 years in radio, appointed general manager of WABB-AM-FM Mobile, Ala. He has served with WBT Charlotte, N. C., as assistant station manager; with WSAI Cincinnati, as manager; with WLW Cincinnati as manager of Chicago sales office. He left WLW in 1943 to join WELI New Haven, Conn., as manager. After that he was manager of WMOB Mobile. During past year he has been with Frederic W. Ziv Co.

Mr. Long

THOMAS F. O'NEIL, vice president and director of Yankee Network, wholly-owned subsidiary of General Tire & Rubber Co., elected a vice president of General Tire & Rubber Co.

GAYLE V. GRUBB, general manager of KGO-AM-TV San Francisco, elected a director of San Francisco Advertising Club as head of radio department. He also was named member of press and publicity committee, Citizens Committee for Centennial Celebration of California's Admission to the Union.

ROY HOFSTETTER, manager of CKWS Kingston, Ont., elected president of Advertising and Sales Club of Kingston.

BOB BINGHAM, general manager of WCNC Elizabeth City, N. C., for past two years, resigns. He returns to WINZ Hollywood, Fla.

ROBERT T. MASON, general manager of WMRN Marion, Ohio, made honorary professional member of Alpha Delta Sigma, national professional advertising fraternity, and awarded honorary state farmer degree of Future Farmers of America.

ELMER KRAUSE, secretary-treasurer of WGAR Cleveland, shot hole-in-one at Shaker Heights Country Club June 4.

WPFB Middletown, Ohio, cited by city's Safety Council for promotion of Bicycle Court. WPFB airs court sessions weekly.

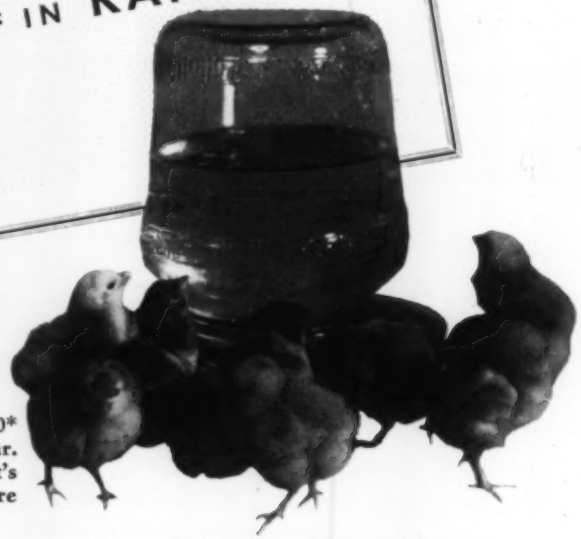
FARMERS AND FEEDERS NATIONAL

Chicks or Checks

BOTH PAY OFF IN KANSAS

PAY THROUGH WIBW

The Kansas Farm Station



It's the *farmers* who get the $76,997,000.00* chicken and egg checks—52 weeks of the year. To them, this is *extra money*—to be spent. It's the steady, dependable CASH MARKET you're competing for.

It's WIBW that's the largest single selling influence in these farm homes. As a farm station, WIBW *lives* in these homes from sun-up till bedtime . . . constantly creating product desire, brand preference, and moving buyers to your dealers. Let WIBW help you cash the chick checks in Kansas.

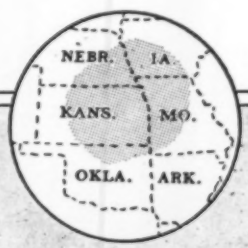
* *USDA-Ap. 1950*

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

June 8, 1950

To the PRESS and RADIO:

Subject: RAILROADS AND THE MAIL

One of the most important services performed by the railroads is the intercity transportation of the great bulk of the United States mail. Today, for example, railroads carry approximately 94 per cent of all pieces of intercity first-class mail, and airlines approximately 6 per cent. For carrying 94 per cent of the letters, the railroads received from the Post Office Department in the latest fiscal year a little more than 27 million dollars. For carrying the other 6 per cent, the airlines received more than 55½ million dollars.

The railroads transport an even larger proportion -- approaching 99 per cent -- of intercity second- and third-class mail and parcel post.

The cost to the railroads of handling the mails includes a great deal more than just moving cars loaded with mail. It includes furnishing specially-designed cars with space for sorting and distributing mail en route. It includes loading and unloading the mail at terminals and the expedited return of empty cars for prompt reloading with mail. The railroads perform all this service without receiving any sort of subsidy from the government.

Railroads are paid for handling mail on the basis of space assigned. This system was set up by Congress in 1916 upon the recommendation of the Post Office Department. Because the movement of mail on most routes is much heavier in one direction than in the other, it was felt that it was equitable both to the Post Office Department and to the railroads to set the rate of payment on a round-trip basis, since it would be necessary to return empty many cars which were used to carry mail in the direction of heavy movement.

This empty return movement is necessary for many reasons. The principal reason is that the necessities of the postal service require that a supply of mail-carrying cars, suitably equipped for operation in passenger trains, shall at all times be available at the points where the heavy mail originates. This means that cars must be sent back promptly, loaded or empty. Where loads are available, the cars are loaded, but since express and baggage, like mail, move predominantly in one direction, there are cases in which no return loads are available. It is not practical to load freight in returning mail cars, since the cars are designed for movement in passenger trains and, if diverted to freight service, would be unduly delayed in getting back to meet the current heavy needs of the postal service.

The Post Office Department would not save money by changing the present round-trip payment basis to a one-way basis. If a one-way basis of payment were substituted, the rate per mile would have to be approximately double the round-trip rate, as the law requires that the rates and method of payment be such that railroads will be properly compensated for their service in transporting the mail.

Sincerely yours,

William T. Faricy

WBIG

Est. 1926

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Commercial

DONALD A. NORMAN, sales director of WNBT (TV)-WNBC New York, appointed director of sales for KNBH (TV) Hollywood, effective July 1. Prior to New York affiliation, he was manager of spot sales for NBC Western Div. **ROBERT DeSOUSA,** of television sales department, named account executive for KNBH.

CHUCK TRIPPE, formerly commercial and acting manager of WINX-AM-FM Washington since 1946, joins Wm. G. Rambeau's New York office as special sales representative for WPEN Philadelphia. He is 20-year veteran of newspaper, agency and radio work and was formerly with WPEN.

Mr. Trippe

WHAS Louisville issues rate card No. 9 which was effective June 1.

RUDDICK C. LAWRENCE, associate advertising manager of *Fortune* magazine, will join NBC-TV, effective July 1, as manager of sales development. He has been with *Fortune* since 1939.

KALI Pasadena, Calif., appoints **Schepp-Reiner Co.,** New York, as representative.

SID SLAPPEY, program manager of WCFM (FM) Washington for past year and one-half, appointed commercial manager.

BILL HENDRICKS, WXYZ Detroit sales representative, elected secretary to board of directors, Adcraft Club of Detroit.

JACK D. FUNK, formerly program director of KXOX Sweetwater, Tex., is commercial manager and program director of KCHI Chillicothe, Mo.

WALKER Co. appointed national representative for **WPLH Huntington, W. Va.**

FRANK MATHEWS resigns as commercial manager of KANS Witchita, Kan. He formerly was national sales and promotion manager of KFH same city.

GEORGE G. ROSS, formerly copy writer, production man, continuity director and production manager of KUTA Salt Lake City, appointed to sales staff.

VINCENT FRANCIS, sales manager of KGO-AM-TV San Francisco, named pubilicty chairman of San Francisco Sales Managers' Assn. **BURTON VAUGHAN,** of BBDO, San Francisco, named assistant chairman.

Dismiss Patent Feud

LITIGATION pending since 1948 between RCA and Allen B. DuMont Labs concerning claims of patent infringement on radio transmitters, receivers and tubes has been dismissed, according to a joint announcement made Tuesday by the two companies. It also was announced that each company has licensed the other to make such material under its patents.

SAVINGS BONDS

Two New Agencies Named

TWO NEW AGENCIES will handle the advertising campaign of U. S. Savings Bonds, which had been handled for the past eight years by Young & Rubicam, Thomas H. Young, of U. S. Rubber Co., coordinator of the campaign for the Advertising Council, announced last week.

The new agencies are Foote, Cone & Belding, Chicago, and Campbell-Ewald. These agencies will continue to work with other agencies to produce U. S. Bond advertising: G. M. Basford, which prepares ads for television and business papers; Schwimmer & Scott, which produces spot radio commercials; J. Walter Thompson Co., which conducts the farm program; Schwab & Beatty, which conducts direct mail, and Albert Frank-Guenther Law, which handles bank and financial advertising.

T. S. Repplier, president of the Advertising Council, said he received Young & Rubicam's decision not to continue with the voluntary bond drive with the greatest regret, "yet with the realization that no one agency could be expected to carry indefinitely the extraordinary load that Y&R had been carrying for the past eight years."

CANADA AWARDS

Best Radio Shows Honored

RADIO awards, under sponsorship of Canadian Assn. for Adult Education, have been presented to networks and stations for best programs in 1949. Among commercial programs singled out were *Wayne & Schuster Show* (Toni home permanent) on CBC Trans-Canada network, first prize, and *The Happy Gang* (Colgate-Palmolive-Peet) on the same network, honorable mention, in the variety category.

CKAC Montreal's play, *Pacelli le Magnifique* by Ernest Pallascio-Morin, won first place for community drama. "Peter Grimes," composed by Benjamin Britten and performed by the CBC Opera Co. won first prize in the open music class. For community service, CJFX Antigonish won honorable mention in programming as did CKLW Windsor-Detroit. *CBC Wednesday Night* show, the Canadian Assn. of Broadcasters' program *Report From Parliament Hill*, and *Ford Theatre* (Ford Motors) also were recognized by special awards.

KMOD Joins ABC

KMOD Modesto, Calif., will join the list of ABC affiliates (Pacific Coast Group) effective July 1. This marks the 267th affiliate of the network.

Your DOLLARS ARE WORTH MORE ON WGN *than ever before!*

Not only are there 993,000 more radio homes in WGN's coverage area* today than in 1946—BUT more homes are using their radios than ever before.

	6 A.M.—12 Noon	12 Noon—6 P.M.	6 P.M.—12 Midnight
Percent of Homes Using Radio per ¼ Hour**			
February-March, 1946 . .	23.2%	28.0%	34.6%
February-March, 1950 . .	28.6%	32.7%	32.1%
Number of Homes Using Radio per ¼ Hour**			
February-March, 1946 . .	872,552	1,053,080	1,301,306
February-March, 1950 . .	1,359,644	1,554,558	1,526,034
INCREASE	Up 487,092	Up 501,478	Up 224,728

Yes, everything is up . . . EXCEPT WGN's Rates. They are the same today as they were in 1946. Be wise . . . put your advertising where you get the greatest return for your dollars . . . **WGN!**

*Nielsen Station Area. **Nielsen Radio Index, Monday thru Friday data.

A Clear Channel Station . . . Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

LIKE TO LATCH ONTO YALE (Ky.)?

Dear friend, you can bolt, bar or chain Yale (Ky.) and still not lock up any real sales potentials. In Kentucky the key to success is the 27-county *Louisville Trading Area.* . . .

In this one rich market WAVE broadcasts to 215,000 *high-income* radio families—people with a standard of living 41% higher than the average found elsewhere in our State. Louisville is rightly called The Gateway to the South. When you throw the catch on this one, you've really opened a *market.*

The latch-string is out, pardner. Give 'er a pull and come on in!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

News

J. D. MULLEN, formerly of KSCB Liberal, Kans., and WTPR Paris, Tenn., appointed news editor of WSGW Saginaw, Mich.

DON ELLIOTT, formerly news director of WCON Atlanta, Ga., now defunct, joins news staff of WSB same city, handling morning newscasts. He had been with WCON since its inception in 1947 and was announcer for WRUF Gainesville, Fla. His WSB appointment is effective June 26.

JOHN BOSMAN, former news editor of MBS, joins WINS New York, replacing **DON GODDARD** as news commentator for Metropolitan Life and Martinson's Coffee.

DICK McADOO, formerly with WGBG Greensboro, N. C., for three and one-half years, joins WCOG same city as conductor of *Rural Roundup,* 5 a.m., weekdays.

BILL DOWNS, CBS correspondent in Berlin, joins CBS Washington news staff. **JOHN MERRIMAN,** news writer of Washington staff, transfers to CBS news in New York.

TOM MacLEOD, graduate of Pasadena Institute for Radio, Pasadena, Calif., joins KYJC Medford, Ore., as sportscaster.

ARTHUR C. PAGE, farm program director at WLS Chicago and associate editor of *Prairie Farmer,* which owns station, elected member of board of trustees of Farm Foundation. Foundation promotes projects for betterment of agriculture and country life.

DON HOLLENBECH, CBS news analyst (9 a.m., EDT, *News of America*), awarded George Polk Memorial plaque honoring him for journalistic achievement for his work on WCBS New York's Saturday series, *CBS Views the Press.*

IRV HOAG, WGFG Kalamazoo, Mich., sportscaster, is the father of a boy, Philip Herbert.

JOHN McDONALD, WSM Nashville farm director, will tour Europe this fall as representative of Clear Channel Broadcasting Service with National Rural Youth Group of American Farm Bureau Federation. He will make tape recordings to be broadcast in this country by clear channel stations serving rural areas.

ADS Ad Winner

WINNER of the $750 first annual Alpha Delta Sigma scholarship was selected at the Advertising Federation of America convention which concluded sessions in Detroit June 1 [BROADCASTING, June 5]. Winner was Barkev Kibarian, of Rhode Island State College. Choice was made by Donald W. Davis, chairman of the national council of the professional advertising fraternity, and Wesley I. Nunn, advertising manager, Standard Oil Co. (of Ind.). Judging committee included Don Belding, Foote, Cone & Belding, and Robert B. Brown, Bristol-Myers, members of the ADS professional advisory board, along with Mr. Nunn.

INDIANA NEWSMEN

Elect New Officer Slate

ELECTION of officers at the annual meeting of Indiana Radio Newsmen named Bill Warrick, WJBO Hammond, president. Other posts were filled by Bob Bruner, WXLW Indianapolis, first vice president; Allan Jeffries, WIRE Indianapolis, second vice president; Howard Stevens, WBOW Terre Haute, secretary, and LaVerne Stewart, WTTS Bloomington, treasurer.

The Indiana news directors and editors were familiarized with plans to have the *IRN Bulletin* compiled and edited with Indiana U. dept. of Journalism aid. Ruth Dunagin, of the department, was elected editor of the publication. Role of radio in the coming state conventions of both political parties, was discussed. Talks on the subject by Herbert R. Hill, director of publicity, Indiana Republican State Central Committee, and Ira Haymaker, state chairman, Indiana Democratic Committee, were heard.

KNBC 'FACULTY'

For Stanford NBC School

JOHN W. ELWOOD, general manager of KNBC San Francisco, has named 10 members of his staff, including himself, as instructors for the Stanford-NBC Radio-Television Institute to be held at Stanford U. June 22-August 19.

Besides Mr. Elwood the staff instructors include:

George Greaves, assistant general manager; Paul Speegle, program director; John H. Thompson, manager of news and public affairs; Alfred W. Crapsey, local sales manager; Anthony Freeman, musical director; John Grover, announcer - producer; Budd Heyde, staff announcer; William Minette, director of public affairs and education; Hal Wolf, chief announcer and assistant program manager.

In addition to these professional staff members the institute faculty will include six professors and instructors from Stanford and other Northern California colleges and universities.

Facilities and staff of KRON-TV San Francisco will be utilized in the television courses. Specialized instruction will be offered by Harold P. See, director of television; R. A. Isberg, chief engineer, P. H. Crafton, program director; and Norman Louvau, sales manager.

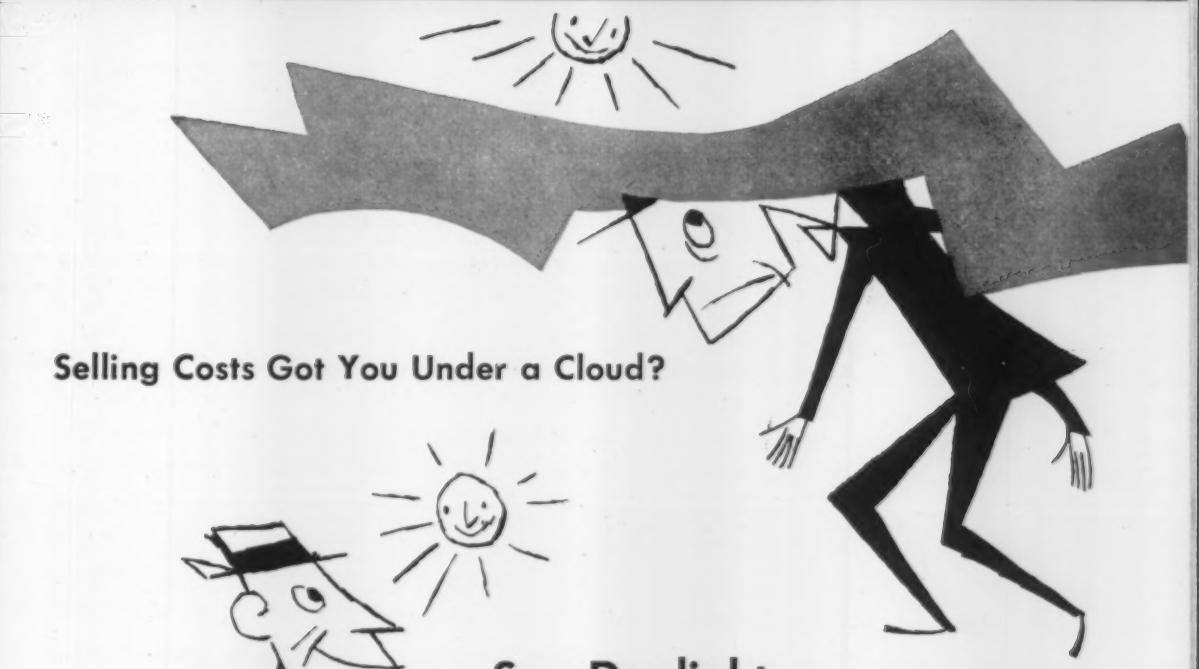
Students at the institute will be limited to 75. Courses will be offered in every phase of radio and television work, with emphasis on latest developments in the TV field.

WCOP Boston has been presented "award of merit" by Lt. Vernon Macauley (Theatrical) Post, American Legion, that city, for its "all-out cooperation" in Legion's "Tide of Toys Drive." Henry Lundquist, WCOP production manager, accepted citation.

JUNE 12, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



Selling Costs Got You Under a Cloud?

See Daylight with Du Mont Daytime Television

FORECAST: SUNNY—when you use Du Mont Daytime Television.

Small money for time and talent does big things for any product.

Make us show you actual cases where advertisers recovered program costs many times over in direct sales.

Network or local — we did it first, we do it best — for you.

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

WSM-TV
NASHVILLE

On The Air September, 1950

WSM celebrates its 25th Anniversary by bringing television to the Central South

SCHEDULE, WSM-TV

SEPTEMBER, 1950 . . . On the air

OCTOBER, 1950 . . . Network TV through microwave relay from Louisville

Television's newest market ready in September through....

WSM-TV

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

CHANNEL 4
NASHVILLE, TENN.

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | JUNE 12, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

UHF FIGHT

Battle Starts for 470-500 Mc Allocation

THE FIGHT of television broadcasters vs. common carrier interests for the 470-500 mc band at the lower end of the UHF television spectrum got under way before FCC last week, amid indications that the telecasters' case-in-chief will not be presented before Fall.

Spokesmen for the television participants indicated they will seek permission to delay their main presentation until the overall television allocations question is reached later this year, on grounds that not until then can TV's spectrum needs be adequately evaluated and compared with those of other services.

They planned relatively brief presentations when their turn for testimony comes up this week.

Four Groups Participate

The TV participants in the hearing—Phase No. 2 of FCC's overall television proceeding, which opened with eight months of hearings on color TV—are Philco Corp. and Philco Television Broadcasting Corp.; Television Broadcasters Assn., and Allen B. DuMont Labs.

The first week of the hearing was devoted largely to testimony by and cross-examination of witnesses for Bell Telephone Labs., author of the petition for allocation of the 470-500 mc band to multi-channel broadband common carrier mobile radio use in lieu of television.

The outcome of the hearing will determine whether the UHF television region starts at about 470 mc or at about 500 mc.

Growth of Service Outlined

FCC witnesses at the outset presented lists of domestic public land mobile radio service authorizations and applications, and undertook to estimate the growth of the VHF land mobile service (including the 450-460 mc band).

William L. North, of FCC's Frequency Allocation and Treaty Division, estimated that the requested 30-mc segment would be "used up" in about nine years if it were made available for land mobile operations and if the 1946-49 rate of growth continues.

He said that in the New York area—which formed the basis of his estimates—some frequencies between 30 and 40 mc had as many as 10 land stations on them in 1949, and that the average was three.

George W. Gilman, director of transmission engineering for Bell Telephone Labs, presented a technical description of the proposed broadband system for mobile telephone service, while John Hanselman, AT&T assistant vice president, emphasized the need for additional frequencies and described the prospects of service.

Requirements Outlined

Dr. Oliver E. Buckley, president of Bell Labs, summarized the requirements of mobile radio telephony, and Francis M. Ryan, in charge of AT&T radio activities, outlined broadband operations as they would be employed in the seven largest cities and in medium-sized and smaller cities.

Counsel for the television interests and members of the FCC questioned the telephone company witnesses closely, the television representatives undertaking to show lack of need of the 470-500 mc band by the mobile services.

The Bell Labs presentation was to be followed by those of U.S. Independent Telephone Assn., represented by Washington Attorney Norman S. Case; National Mobile Radio System, by Jeremiah Courtney; Mutual Telephone Co., by Carl I. Wheat and Omar L. Crook; Philco and Philco Television, by Henry B. Weaver; TBA, by Thad H. Brown, and DuMont by W. A. Roberts. Arthur Gladstone appeared as counsel for FCC, and John H. Gepson for Bell Labs.

Hearing Under Walker

The hearing, which got under way Monday, was held before the Commission *en banc* with Acting Chairman Paul A. Walker presiding in the absence of Chairman Wayne Coy. Other FCC members participating: Comrs. Rosel H. Hyde, E. M. Webster, and George E. Sterling.

'CISCO KID'

Interstate Bakeries Buys

INTERSTATE Bakeries, sponsor of the Ziv radio serial *Cisco Kid* in western and midwestern markets, has signed a 10-year contract for sponsorship of the video version of the program, currently being filmed for release in the fall.

Interstate will sponsor the TV series in 16 cities across the western part of the country from Chicago to Los Angeles, starting in the fall. It will advertize Shulze's Butter-Nut bread in midwest markets and Weber's bread in California. Danby-Miner Agency, Los Angeles, handles the Interstate account.

John L. Sinn, president, Ziv Television Programs, said his company is negotiating with other sponsors of the *Cisco Kid* radio serial, currently broadcast commercially in more than 300 markets, regarding sponsorship of the TV version of the program. NBC, he said, has bought the program for its O&O TV stations in New York, Washington and Cleveland, under a five-year contract reportedly involving $1 million.

INTERCONNECTION

WU Tentative Plans Hit

A SPOKESMAN for AT&T claimed last week that Western Union's tentative plans for network television facilities "closely duplicate" certain existing AT&T routes and therefore would serve "no additional stations . . . which could not be served from the existing Bell System routes."

The claim was made by Frank A. Cowan, head of the Engineering Dept. of AT&T's Long Lines Dept., in testimony at resumption of the FCC hearing to determine whether the Commission should require AT&T to interconnect its intercity TV facilities with those of Western Union and establish through routes and joint rates.

Hits WU Plans

Mr. Cowan claimed the plans proposed by Western Union — which currently has only a radio relay link (reversible) between New York and Philadelphia—would result in an impaired signal, require duplicate terminal facilities to get the necessary flexibility, and make overall coordination difficult.

He contended that reversible facilities are more costly and provide a less efficient use of frequencies than one-way channels, but said that AT&T would provide reversible channels if situations developed where they were desirable and where the limitation of frequencies was not a controlling factor.

Overall, he said, "I believe that interconnection of Bell System intercity video facilities with those of the Western Union would result in poorer service and in increased costs," Mr. Cowan asserted.

Returning to the stand for cross-examination on the basis of previous testimony, Col. E. Z. Millar, Western Union's director of development and research, asserted that WU intercity facilities would be more flexible for broadcasters than previously indicated.

Rate Changes Considered

He said Western Union had considered making changes in its charges for use of the New York-Philadelphia link and that he personally had recommended a shortening of the one-year minimum contract, but that the company had decided to defer changes pending outcome of the current hearing.

Col. Millar emphasized that the charges for the New York-Philadelphia link are based on conditions involving only that particular route and on a per-mile basis, and do not necessarily represent the charges that will be made for future links.

G. M. Wright, of the Long Lines Dept., submitted a comparison which indicated that use of the WU New York-Philadelphia link would cost the networks—based on their usage of AT&T facilities over that route—more than 50% more than use of AT&T facilities. Western Union was expected to challenge this comparison strongly.

Smith Presides

The hearing, an aftermath of the proceeding in which FCC ordered AT&T to interconnect its facilities with those of private telecasters, is being conducted by FCC Examiner Elizabeth C. Smith. She succeeded the late Examiner J. Fred Johnson Jr., who presided over earlier portions of the hearing. Witnesses at the earlier sessions included representatives of WOR-TV New York and WOIC (TV) Washington, DuMont, ABC, NBC, and CBS, who generally felt interconnection of AT&T and WU facilities would promote TV growth, with certain exceptions [TELECASTING, May 8].

alliance
TENNA • ROTOR

MILES C. McKEARNEY has been associated with Foster & Davies Inc., advertising agency in his home city of Cleveland, since 1945. His television accounts include Alliance Tenna-Rotor and Natural Foods Institute. He has worked on both consumer and industrial accounts, including commercial lighting for General Electric. Mr. McKearney started his career in 1927 in merchandising, working himself up to division manager for an electrical appliance firm before joining F & D.

Seeing Is Believing

Alliance Chose TV, Exclusively, And Scored a Grand Slam

By MILES C. McKEARNEY
FOSTER & DAVIES INC.

TODAY more than 3,500,000 television screens are carrying two and three film spots a week from 64 stations, demonstrating the Alliance Tenna-Rotor. More than 200,000 Tenna-Rotors are now in use. Yet, a year ago, this product was virtually unknown.

Tenna-Rotor advertising to the consumer started with television. There was no supporting campaign in other consumer media. The tremendous increase in sales can be traced almost entirely to the television spot campaign which started in May 1949. Prior to the first one-minute sound films over Cleveland TV stations WNBK and WEWS, and WNBT (TV) in New York, the Alliance plant produced only a nominal number of Tenna-Rotors for jobbers' stocks and dealers' samples.

The product was one which required demonstration. R. F. Doyle, president, and John Bentia, sales manager of Alliance, decided that television should be the Number 1 consumer medium. After a careful analysis of many TV commercials, we selected a producer whose experience in television filming had already been proved. These films were expertly made to present a straight, simple, believable demonstration of the product. And yet they were lively.

As soon as the action demonstration showing the rotor unit on the roof was made, most of the scenes shifted to the living room, to a television set, where another demonstration of the results obtained was staged. The films told "How it works" . . . "How to do it" . . . and "See the results." There were no smart tricks, fantastic claims, or attempts to be clever for the sake of cleverness. There was plenty of action, change of pace, and variation of subject matter.

We preceded or followed major and minor league baseball in many cities during the summer of 1949. Last fall, many of our spots were adjacent to Big Ten and Ivy League football, boxing, wrestling, and special sporting events. In addition, our schedules list many adjacencies to top rated programs both local and network.

Sales showed a sharp upward curve within three weeks from the start. And by mid July, less than two months from the first telecast, we were on at least a dozen stations, and the sales had easily tripled the previous average weekly volume. By the middle of August we had secured a steady spot schedule on about 30 TV stations in 22 cities. The sales curve was showing a steady and uninterrupted incline.

Before the first year, average weekly sales were running 10 times more than the average unit sale prior to the first telecast. And since the first of the year, the sales curve has climbed higher, levelling off only during the unfavorable weather in March which made outside installations difficult.

We now run a number of films with live dealer tie-ins, and we have added 20-second chain breaks. Actually, it is impossible to fully demonstrated a product in 20-seconds, but we were confronted with a diminishing number of satisfactory one-minute availabilities on certain stations. Twenty-second spots worked out very satisfactorily on stations where we had previously run one-minutes. Besides, these 20-second chain breaks enable us to capture peak audiences.

Without a doubt, television offers the best market-by-market concentration. It is a perfect tie-in with local newspapers. A spot preceding or following a highly rated show gives the purchaser a "free ride" so to speak. And more important, spots make television advertising available to the smaller business, which may not be able to afford a show.

There is no talent charge for spots. And most spot contracts may be cancelled with two weeks' notice. You can withdraw immediately from an area which is unproductive, and concentrate your efforts elsewhere.

Three one-minute spots per week give more frequency—and more commercial time than a 15-minute show, which allots only 2½ minutes for commercial.

But a spot is only as good as its adjacency. And adjacencies must be considered in a qualitative rather than a quantitative light. A commercial spot, to be effective, must be placed at a time which assures a peak audience made up of the persons to whom your product will appeal.

In the face of tremendous com-

* * *

AT a meeting at Penobscot Club in Detroit to discuss the Tenna-Rotor campaign, Miles C. McKearney explains a brochure to (l to r): first man, unidentified; Bill Cartwright, Edward Petry & Co.; Fred Webber, Branham Co.; Frank Walker, Edward Petry & Co.; Bill Bryan, Free & Peters Inc.; Harold Barrett, Headley-Reed Co.; Hal Hough, WJBK-TV Detroit; Joe Molin, ABC Spot Sales; Ralph Patt Jr., Radio Sales; and Art Underwood (seated, right) of the Katz Agency. All the representatives are headquartered in Detroit.

petition from large companies, it takes time and perseverance to buy good availabilities. You must be insistent in your demand for the best—and, since the number of good availabilities is limited, you must act fast when they appear.

It is here that a TV station sales agency can be of unlimited help. Generally speaking, the agency is able to appraise, quite accurately the needs of its various clients. Most of the better sales agencies do not attempt to burden the advertising agency with availabilities which will not fit the clients' needs. This "weeding out" process saves an incalculable amount of time and makes for faster service.

It is interesting to note that, in the summer of '49, with a limited schedule and at a time of year when both the radio and television audience has a tendency to dwindle, Alliance Tenna-Rotor made its first appearance on television. It's all the more significant that television stepped up Tenna-Rotor sales at the very time of year when the rate of increase in TV sets in every area was at its lowest.

U. S. WEATHERMAN
Planning Video Series

PLANS to take the official U. S. Weatherman into the nation's homes via television are being formulated by the Radio-Television Section of the U. S. Weather Bureau in Washington, D. C. James C. Fidler, chief of the Radio-Television Section, told TELECASTING the format for a network weather TV show has been in the works for some months and now is ready for production.

The TV weather report is patterned after the radio series which Mr. Fidler now broadcasts five days weekly over the Continental FM Network and WPIK Alexandria, Va., with originations at WASH (FM) Washington. Emphasis is on presenting the weather news in simple, easy-to-understand language. Each show includes a review of the weather situation in all areas which carry the broadcast and a last-minute forecast compiled in the U. S. Weather Bureau less than 30 minutes before air time. Time also is allowed for local cut-ins to give forecasts and commercials.

"This weather show is a natural for TV," Mr. Fidler says. Everyone is interested in the weather and through the use of maps, on which Mr. Fidler draws in the weather situation, action is added to the telecast. Experience for such TV shows has been gained by the section through regular appearances on the color tests which have been conducted in Washington. "We have all the facilities of the U. S. Weather Bureau at our disposal, including map making," Mr. Fidler points out, which cuts production costs.

KDYL-TV Salt Lake City carried 85 sponsored afternoon and evening TV pickups of exhibitors' booths at six-day Utah National Home Show.

Looking over a Projectal at KRON-TV are four panel members (l to r): Mr. Sauter, Dr. Simmons, Mr. Blaney and Dr. Frayne.

* * *

FILM STANDARDS
Symposium Points Up Video's Needs

WITH television becoming an ever-increasing consumer of film it is desirable that a film standard be adopted for the new medium. This decision has been made by a West Coast TV symposium in San Francisco.

Sponsored by the San Francisco Chapter of the Academy of Television Arts and Sciences and held at the studios of KRON-TV San Francisco, the symposium brought together 65 West Coast producers, engineers, and technicians to discuss the problem.

Dr. Norwood L. Simmons, Eastman Kodak Co., Hollywood, told the group that TV engineers generally are in agreement with the action of one TV network in refusing to accept any film not produced according to current 16mm standards. However, he said, this action imposes certain problems on film producers and film laboratories.

Contact prints from 16mm negatives and reversal duplicates of 16mm reversal originals do not conform to present 16mm standards, he said, leaving only two alternatives for the achievement of the standard: Optical printing or an intermediate duplicate negative when reversal type film is used for the original.

Switch in Standards

He said there currently is a proposal before the Society of Motion Picture and Television Engineers to change the 16mm standards to conform with the 35mm standards but that such action probably will not take place for several years. The 35mm standards specify that the emulsion be toward the lamp in the projector.

R. A. Isberg, chief engineer of KRON-TV, explained the difficulties of using films developed with different emulsion positions. Present 16mm standards call for emulsion on the side toward the projector lens, he said, yet many producers are turning out short commercial film spots with the emulsion process reversed.

Such film spots are usually spliced to TV recordings and other 16mm film produced according to standard, he said, which puts them out of focus and below optimum sound quality when transmitted.

Dr. Simmons also discussed the difference between density and gamma, explaining that density is controlled by exposure of negative and print, while gamma is principally controlled by degree of development. The accepted normal for TV use today is a print gamma range of 2.3 to 2.7, he said.

In lighting the original scene to be photographed, he said, the range of key light to fill light should be limited to approximately 20 to 1. Optimum, he said, is about 4 to 1. The use of spot lights on an entertainer has been found to be bad practice, he noted.

The principal trouble with films for TV, he said, is in under-exposure of the second generation duplicate. In many instances the films shown in TV may be a fourth generation duplicate of a 35mm original and something is apt to be lost on each duplication.

Conversion of 24 frame per second motion picture film to 30 frame per second television pictures, was discussed by Herbert Sauter, of the RCA Service Co.

Other speakers at the symposium were George Matheson, chairman of the technical committee of the SFATAS; William Sadler, technical supervisor, KRON-TV; Roland Diedrickson, KPIX (TV) San Francisco technical supervisor; Harry Jacobs, KGO-TV San Francisco station engineer; Dr. J. G. Frayne, engineering manager, Westrex, Hollywood; Arthur Blaney, engineering manager, RCA Sound Recording Div., Hollywood; Sidney Solo, managing director, Consolidated Film Laboratory, Hollywood; and Harold P. See, director of television, KRON-TV.

Names Radio Sales

CBS-TV Syndicated Film has appointed Radio Sales, Radio & Television Stations Representative, CBS, as its national sales representative, effective last Wednesday (June 7). Radio Sales offices in New York, Chicago, Memphis, Detroit, Los Angeles and San Francisco will handle the sales of the CBS films.

MOVIE RECEIPTS
No Relation to TV—Balaban

BARNEY BALABAN, president of Paramount Pictures Corp., last week told an annual stockholders' meeting that there appeared to be no direct relationship between the growth of television and decreases in movie theatre attendance.

Mr. Balaban, who said television would prove to have both "plusses and minusses" in its relation to movies, reported that surveys had showed movie box office receipts were down equally in areas where there is considerable concentration of television and areas where there is not.

He said it was too early to tell what effect television would have on the movie industry, but on the whole he was optimistic. When such effect can be measured, he predicted, "the prophets of doom will have been proved to be false prophets."

At the same meeting Mr. Balaban reported, without amplification, that the company's television station, KTLA (TV) Los Angeles is "now in the black."

He also spoke of a possibility that Paramount would liquidate its 26% stock interest in Allen B. DuMont Labs Inc., which he estimated was worth about $15 million at current market prices.

"If circumstances should make it advisable to liquidate our interest in DuMont," he said, "we shall probably do so by offering it to our stockholders in exchange for shares of our corporation on some basis bearing a relationship to the respective market values of each of the stocks."

As to Phonevision, Mr. Balaban said that careful study of that system by Paramount had indicated that its feasibility was questionable. "We believe that . . . technical and economic objections are inherent in the device," he said.

NBC KINESCOPE
Preview Latest Equipment

ADVERTISERS, agency executives and talent will be given a preview of the latest in NBC kinescope recording at the network's Hollywood studios today (June 12).

New-type equipment, which includes a high-pressure mercury lamp attached to the 16mm film projector and an orthagam amplifier attached to the picture amplifier, will be used.

Tom McFadden, general manager of KNBH (TV), owned and operated by NBC, explained that the mercury lamp permits better exposures for the iconoscope. The orthagam amplifier, he declared, is intended to permit compensation for gray range distortions.

He declared that the quality will compare favorably with live shows.

CAKE bakers at WFAA-TV Dallas are (l to r) J. O. Simon, Jerome G. Galvin Adv., Kansas City, representing Ezy Angel Mix (instant angel cake mix); Ralph Nimmons, WFAA-AM-TV Dallas national sales mgr.; Blair Hackney, sales promotion representative, Blair Inc.; Victor Duncan, director, WFAA-TV film production unit. The Ezy representatives came to WFAA to film three one-minute spots for use in areas planned for distribution.

HONORED are Betty Mears (l), KTLA Los Angeles director, TV programs, and Doria Balli (2d r), TV Ads Inc., commercial film, at Los Angeles Adv. Women's Frances Holmes Award luncheon, by Actress Rosalind Russell (2d l) and Beatrice Kentz (r), BBDO media assistant, club's president.

INVENTOR Thomas E. Clark (r), sees the latest TV equipment shown him by Edgar J. (Dick) Love, general engineering manager, WWJ-TV Detroit, outlet owned by William E. Scripps, son of James E. Scripps, Detroit *News'* founder, whom Mr. Clark interested in radio in 1902.

MARKING more than a year of Canada Dry sponsorship of ABC-TV's *Super Circus* are (l to r, seated) R. W. Moore, CD president; Mary Hartline, program's star; Wilbur M. Collins, v. p.-sales mgr.; W. S. Brown, v. p.-adv. mgr.; (standing) Carl G. Suber and W. T. Okie of J. M. Mathes Inc.

SHOWING new 1951 Kaiser over KMTV (TV) Omaha are Kaiser-Frazer officials (l to r) D. B. Warshow, div. sales mgr.; S. A. Girard, gen. sales mgr.; G. W. McInnich, local dealer; E. W. Perger, assistant general sales manager.

SAG WAGE SCALE *Provokes New Feud With TVA*

ANNOUNCEMENT of proposed wage scales and conditions that the Screen Actors Guild seeks in bargaining with television film producers provoked last week a bitter interchange between SAG and Television Authority, an amalgam of live talent unions.

SAG and TVA are locked in a jurisdictional dispute over representation of performers in television film.

Code calling for basic minimum salaries of $55 per day and $175 per 48-hour week for a single role in a single picture for actors in telecast motion pictures was approved by SAG members at a June 4 meeting in Hollywood.

Rates are the same as the guild's minimum for other motion pictures, with provision that film may be telecast only once across the United States in each locality for original payment to actors. Additional payment of the original amount was stipulated for re-telecasting of the picture in these areas.

Following the SAG announcement, George Heller, national executive secretary of TVA, issued a prepared statement in New York, charging that SAG's proposed wage scales for television film performances were only half as much as those sought by TVA.

Thomson Answers

Two days later Kenneth Thomson, television administrator of SAG, issued a counter-blast. Conditions proposed by TVA would "cut the take-home pay of many motion picture actors," he said.

Mr. Heller asserted that "SAG leaders have completely distorted the facts. Under the rates proposed by SAG the minimum for performers in a half-hour program of film television would be $110 for two days work with 16 hours rehearsal. Under the rates proposed by TVA, the same performer working on the same program would receive $85 for the half-hour program, plus $96 for rehearsal, a total of $181."

Mr. Thomson, charging that Mr. Heller's "statements and promises are a distortion of the facts to mislead actors," asserted:

TVA proposals are patterned after the AFRA method of operation. More than 90% of performers in radio work at the minimum. The opposite is true in motion pictures, where more than 90% of the actors work above minimum. Conditions are the most important part of a contract for actors in motion pictures.

In radio, performers working above minimum do not get paid for rehearsals, overtime or for re-use. This is what would happen in televised motion pictures under the TVA-AFRA pattern of thinking. Screen Actors Guild is insisting on these conditions for all actors in televised motion pictures, regardless of their salary.

In his statement, Mr. Heller said:

Every important aspect of TVA's wage demands for television film is substantially higher than SAG's demands in the same field. Under the pretext that they are the ones who are asking higher rates, SAG leaders are actually undercutting TVA's demands by half.

Said Mr. Thomson in rebuttal:

The history of negotiations with employers for actors in motion pictures shows clearly it is always easier to raise minimums than it is to improve conditions. Screen Actors Guild will use all its resources to protect motion picture actors against working conditions such as proposed by TVA.

As to minimums, Screen Actors Guild already has a minimum of $55 a day established in all its hundreds of contracts with motion picture producers. TVA has nothing established.

The question of jurisdiction over performers in television is probably destined to remain unsettled for some time.

Both TVA and SAG have filed petitions with the National Labor Relations Board seeking assignment as bargaining agent.

FILM PACTS

Petrillo Sign With 4 Firms

FIRST contracts with movie producers making films for television were signed last week by James C. Petrillo, AFM president, the union was informed last week at its annual convention in Houston. Contracts follow terms outlined in the June 5 TELECASTING.

The deals were closed with four independents, he said, listing them as Gene Autry's Flying A Pictures Inc., producing films in which the western artist is featured; Snader Telescriptions Corp., expected to turn out about 40 three-minute band and specialty shorts a month; Hollywood Imperial Pictures Corp., planning half-hour musical films, and packaged programs featuring Horace Heidt, band leader.

Accept Union Terms

Mr. Petrillo said the producers accepted the union's demand to pay 5% of their gross receipts from sale or rental of films to TV networks and stations. The proceeds will go into a fund similar to the recording industry's fund, which is used to finance free public concerts in which unemployed musicians are paid union scale.

AFM delegates were told "the big shots haven't come in." He added:

The head of Republic Pictures was in our office last Monday, but we couldn't reach an agreement. But he'll be back. He's itching. He's itching good. We will have 30 or 40 big contracts within the next 30 days.

The big guys say that 5% is confiscatory. In other words, they are agreed on principle but not on percentage. That means they are about on the hook, ready to sign.

Kinescope TV is like the movies 40 years ago, according to Mr. Petrillo. "That's not what the public wants," he said. "We are going to see that the public gets what it wants and deserves."

AFM convention also re-elected Mr. Petrillo for his 11th consecutive term.

MORE SPOT TIME

Crutchfield Endorses Idea

By CHARLES H. CRUTCHFIELD
VICE PRESIDENT
GENERAL MANAGER
WBT AND WBTV (TV)
CHARLOTTE, N. C.

WE at WBTV (TV) endorse the idea presented in your May 15 issue for increasing the spot time available for sale on TV stations because we believe such a plan also increases the effectiveness of television for all concerned. And by effectiveness I mean long range benefits for the viewers, the advertisers, the agencies, the networks, and the stations that make up the networks.

After reading your article very carefully, I feel that the basic issue comes down to something like this: Will the plan be of mutual benefit to the networks and to the stations; and if so, can it be presented to clients in such a way that they will accept it?

Personally, I feel that the representative of the network whose reactions you printed in your May 15 issue greatly over-simplifies the problem of the TV station. He says, in effect, that the networks can not increase their TV rates at the present time, both because of high network operating costs and because the sponsor will not accept it. He then turns around and suggests that if the TV station wants to make more money it should arbitrarily double its rate and finishes by saying that, anyway, the station doesn't have to belong to a network if it doesn't want to.

Hits Network Position

These are quite obviously no answers at all, since it is fairly certain that no television station in the country could safely double its rate at the present time and also because the value of a network affiliation is not at issue.

The *real issue* is that "something's got to give," and the *real question* is which is in a better position to give—local station or the network?

In our opinion, admittedly somewhat biased, the networks have a lot to gain in going along with the plan under consideration. Since they want to build up complete TV coverage of the country as quickly as possible through affiliation of strong, successful TV stations, it should be a matter of vital concern to them that many of the new TV stations outside metropolitan areas are carrying a tremendous investment in equipment, in personnel, and in an ominous monthly operating loss.

The proposed plan would contribute to earlier operation-in-the-black for these stations, thereby permitting the stations to concentrate more time and money on developing local programs and increasing set ownership and viewing audience. Certainly these latter achievements are the life blood of the television networks of the future. Let us assume for a moment that this argument finds a receptive hearing among the network people. Will the client then accept it?

Well, there seem to be three principal objections from the advertiser's standpoint.

First, time is cut down or his rate is slightly increased, whichever way you look at it.

Second, other advertisers get a shot at the audience, which his sponsored entertainment has produced.

Third, it is suggested that the audience may be reduced because of too many advertisements in the period between programs.

As for the first objection, it can be pointed out that one of the largest, if not the largest, AM and TV advertisers in the country, Procter & Gamble, recently bought a half-hour show on ABC, set the format for 28 minutes and 30 seconds and then asked for an option on the remaining one-minute time at rate card rate in order to advertise a second product. Here is one network advertiser who neither thinks that the 28½-minute deal will reduce the productiveness of his expenditure nor that the one-minute spot between programs will drive listeners away.

PROPOSAL that TV networks shorten their program periods so affiliates will be able to sell more announcements [TELECASTING, May 15] deserves thoughtful industry study, in the opinion of Charles H. Crutchfield, vice president and general manager of WBT and WBTV (TV) Charlotte, N. C.

Mr. Crutchfield

Mr. Crutchfield believes networks, stations, advertisers, agencies and viewers would benefit by adoption of such a plan and explains why in this article.

Defends Multiple Spots

In regard to the multiplying of spots between programs, many of the very largest network advertisers on the air today stop their programs early to give an entirely separate commercial for a product other than the one advertised on the program. They also make tremendous investments in one-minutes and chainbreaks between programs.

Furthermore, the argument that these announcements alienate people holds less water in television since the opportunity to animate commercials has been seized upon by many advertisers to make advertising thoroughly entertaining. We, and we believe many other television stations, can document this statement with many letters from viewers.

As for the objection that announcement advertisers should not capitalize on the audiences created by program advertisers, a glance at the schedule of any radio station will prove better than any written argument that trying to stop this practice at this point would be like telling the sun to stop shining.

There may be some other solution to the evident economic plight of the independent telecaster. Like the broadcaster, the telecaster in essence has just one item to sell —time. That time is made valuable by virtue of the overall service rendered by the station. The telecaster cannot build the circulation, good will and confidence of his audience without the wherewithal to retain expert personnel and create programs that build loyalty.

If the plan proposed, for reasons unfathomable to us, is deemed not workable, then the answer may repose in a somewhat more radical deviation from accepted AM standards. Perhaps the conventional time segments should be disregarded, in view of TV's greater selling impact. Perhaps the 10-minute segment would sell as much as the 15-minute unit in AM. Perhaps 20 minutes would do more on TV than the 30-minute unit in AM. If those standards were adopted, the independent station would have ample time between network segments to take care of national spot and local business.

In short, we believe that the adoption of this plan, or some derivative of this plan, would do more than anything we can think of to help the networks build rapidly and soundly a profitable nationwide TV network, that it will avert a crisis for the individual TV stations and that the networks and the stations working together can sell it to the advertiser. The eventual result depends entirely on how many people in the industry already have been or can be inclined toward this viewpoint.

CANADA DRY ADS

To Display TV Program

CANADA DRY, through its agency, J. M. Mathes Inc., New York, has coordinated its television advertising with a magazine ad which will appear in the *Saturday Evening Post*.

A full-page color ad in four panels will feature cast members of Canada Dry's television show *Super Circus*, on ABC-TV, wearing colorful circus costumes, who will be quoted in comments on the virtues of Canada Dry ginger ale. Two days after publication (June 16), the ad will be re-enacted on the telecast. Ringmaster Claude Kirchner will open the *Post* and display the color page and will ask the viewers who have magazines to do likewise, "so that they can see what color television will be like."

famous firsts in T-V

In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

You can have live television in

You can't get it by cable *yet*—but you can with a good show. What's more important than how they see it—"live" or transcribed (TVR)—is *what* they see. What you're really after is live *audiences.*

When you look at single-station markets, where audiences constantly see *both* live and TVR, you find *good* TVRs beat anything in sight. Indeed, TVRs often average higher ratings in single-station cities* than the very same shows seen "live" in multi-station, hotly competitive cities.

XUM

n 60 markets!

Right now, of course, an advertiser buying CBS television can reach as much as 78% of the available U.S. television audience "live." But to take full advantage of today's television opportunities, he can't afford to pass up the rest of the market.

Top shows are top shows anywhere. Most of them, in television as in radio, are of course on CBS. So take your show to its *total* market... but first make sure what you've got is a CBS show.

*A detailed analysis of present-day television opportunities, with facts and figures important to all advertisers, is available through CBS. If you haven't seen it, we'd welcome the opportunity to show it to you.

CBS *television*

XUM

Telestatus

Rorabaugh April Report

(Report 115)

AN INCREASE of 17.5% in the number of television advertisers was registered between March and April for a total of 3,340 in April, according to the latest *Rorabaugh Report on Television Advertising* released last week. From April 1949 to April 1950 the gain was 172.6%.

Network advertisers increased by 14 for an April total of 94. The number of national and regional spot advertisers went from 527 in March to 606 in April. On the local level there were 2,640 active advertisers in April compared to 2,235 in March.

Information on network programs covers all stations for the entire month of April. Spot and local advertisers are for the week of April 2-8 for 96 of the 103 operating stations.

The 94 network advertisers in April sponsored 115 different programs, Rorabaugh reports. CBS-TV and NBC-TV were tied with 45 accounts each. (The sponsor of any given program is considered to be an "account." A firm which sponsors two programs, therefore, is counted as two accounts.) ABC-TV had 18 accounts in April and DuMont Television Network reported seven.

The top network advertiser in terms of the number of stations used for any one program was RCA Victor which reportedly sponsored *Kukla, Fran & Ollie* on 58 NBC-TV stations. The program was presented for a half hour on Monday and Friday through J. Walter Thompson. In second place Rorabaugh reported Philco Corp. The firm used 57 NBC-TV outlets to present *Philco TV Playhouse* for an hour Sunday night. Hutchins Adv., New York, placed the business. Frigidaire Div. of General Motors placed third in the top advertisers for number of stations used with its *Star Spangled Revue*. The show appeared on April 9 only for an hour and a half on 56 NBC-TV stations through Foote, Cone & Belding.

American Tobacco Starts

In number of stations used, *Star Spangled Revue* also was the largest new network advertiser to appear in the April Rorabaugh report. American Tobacco Co., however, started a regular half-hour show on 53 CBS-TV stations. The firm placed *This Is Show Business* on Sunday night through BBDO.

Bulova Watch Co. was shown to be the top national and regional spot user in number of stations. In April the firm placed business on 65 outlets, 10 more than second place Alliance Mfg. Co. Brown & Williamson Tobacco Co. bought spot time on 50 stations while the Borden Co. was active on 49 outlets.

The leading television station reported by Rorabaugh for April was WBEN-TV Buffalo with a total of 171 accounts. WTMJ-TV Milwaukee was shown with a total of 163. WEWS (TV) Cleveland and KSD-TV St. Louis both were reported with a total of 153 accounts.

In the total number of network accounts, WNHC-TV New Haven led the list with 68. Two stations —WRGB (TV) Schenectady and KSD-TV St. Louis—tied for second place with 60 network accounts each. WBEN-TV Buffalo and WDTV (TV) Pittsburgh each had 56 network accounts.

Heading the list of stations in point of total spot accounts was WGN-TV Chicago with 57. Rorabaugh showed WNAC-TV Boston as second with 53 while WBZ-TV Boston and WABD (TV) New York both had 48 spot accounts in the April test week.

KFI-TV Los Angeles had 87 different local accounts to top the list for that type of business. WICU (TV) Erie, Pa., was second among the reporting stations with 80 local accounts. In third place was KLAC-TV Los Angeles with 76.

In the number of different advertisers using television, Food & Food Product accounts continued to dominate the field (see table) with a total of 670. There were 542 different firms in the network, spot and local field advertising Household Furnishings, Equipment and Supplies in April for second place. The Automotive, Automotive Equipment & Accessories classification had 304 different accounts active during the month.

In the network field there were 16 different firms advertising food products with 20 programs. The Confectionery & Soft Drink classification was second with 11 network advertisers backing 13 programs.

Food & Food Product advertisers also dominated the spot field where 152 different firms were reported active during the April test week. Beer & Wine advertisers made heavy use of spot time with 112 accounts reported. The Confectionery & Soft Drink classification was third with 61 spot accounts in April.

Advertisers of Household Furnishings, Equipment & Supplies had 473 accounts active at the local level. There were 402 local advertisers of Food & Food Products while 208 accounts were active locally for Automotive, Automotive Equipment & Accessories firms, Rorabaugh reports.

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	4	7	11
2. Apparel, Footwear & Access.	5	32	152	189
3. Automotive, Automotive Equip. & Access.	9	15	280	304
4. Beer & Wine	4	112	29	145
5. Building Materials, Equip. & Fixtures	..	1	101	102
6. Confectionery & Soft Drinks	11	61	73	145
7. Consumer Service	..	6	217	223
8. Construction & Contractors	..	2	26	28
9. Drugs & Remedies	3	14	13	30
10. Entertainment & Amusements	..	..	41	41
11. Food & Food Products	16	152	402	670
12. Gasoline, Lubricants & Other Fuels	4	16	38	58
13. Horticulture	..	1	20	21
14. Household Furnishings, Equip. & Supplies	9	60	473	542
15. Industrial Materials	..	1	14	15
16. Insurance, Banking & Real Estate	1	3	132	136
17. Jewelry, Optical Goods & Cameras	2	10	53	65
18. Office Equip. & Supplies	..	4	11	15
19. Publishing & Media	1	5	28	34
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	9	16	273	298
21. Retail Stores & Shops	..	1	140	141
22. Smoking Materials	7	17	5	29
23. Soaps, Cleansers & Polishes	5	27	12	44
24. Sporting Goods & Toys	..	4	30	34
25. Toiletries	7	23	10	40
26. Transportation, Travel & Resorts	..	9	14	23
27. Miscellaneous	1	10	46	57
TOTAL	94	606	2,640	3,340

* * *

Weekly Television Summary—June 12, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	11,200
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,700
Bloomington	WTTV	6,000
Boston	WBZ-TV, WNAC-TV	367,631
Buffalo	WBEN-TV	93,288
Charlotte	WBTV	15,633
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000
Cleveland	WEWS, WNBK, WXEL	234,796
Columbus	WBNS-TV, WLWC, WTVN	66,400
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	56,740
Davenport	WOC-TV	11,447
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	62,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	35,150
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	56,740
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	12,479
Houston	KLEE-TV	25,064
Huntington-Charleston	WSAZ-TV	12,296
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,000
Johnstown	WJAC-TV	21,300
Kalamazoo-Battle Creek	WKZO-TV	23,876
Kansas City	WDAF-TV	34,267
Lancaster*	WGAL-TV	44,804
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Louisville	WAVE-TV, WHAS-TV	32,115
Memphis	WMCT	38,528
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	109,547
Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Nashville	.....	200
New Haven	WNHC-TV	77,500
New Orleans	WDSU-TV	26,276
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,310,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	19,634
Oklahoma City	WKY-TV	27,457
Omaha	WOW-TV, KMTV	23,933
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	501,000
Phoenix	KPHO-TV	7,000
Pittsburgh	WDTV	105,000
Portland, Ore.	.....	887
Providence	WJAR-TV	56,511
Richmond	WTVR	33,913
Rochester	WHAM-TV	41,951
Salt Lake City	KDYL-TV, KSL-TV	16,900
San Antonio	KEYL, WOAI-TV	17,703
San Diego	KFMB-TV	39,300
San Francisco	KGO-TV, KPIX, KRON-TV	55,000
Schenectady-Albany-Troy	WRGB	82,700
Seattle	KING-TV	29,000
St. Louis	KSD-TV	128,000
Syracuse	WHEN, WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	15,000
Washington	WMAL-TV, WNBW, WOIC, WTTG	136,600
Wilmington	WDEL-TV	36,532

* Lancaster and contiguous areas.

Total Markets on Air 62 Stations on Air 105 Sets in Use 6,053,562

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Marketscope Surveys TV's Effect on Movie Going

MOVIE ATTENDANCE has decreased slightly since the advent of television, according to a majority of theatre managers covered in a survey released last week by

(Continued on Telecasting p. 14)

WMAR

SUNPAPERS TELEVISION

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

VARIETY

PLAQUE AWARD FOR 1949-1950

"Responsibility to the Community"

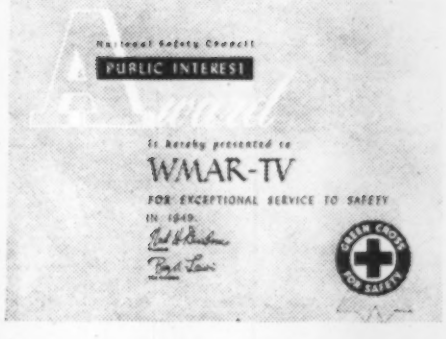
WMAR-TV BALTIMORE

Sunpapers TV station shone brightly this year in the nation's shiniest TV town. In video-happy Baltimore, WMAR-TV won the distinction of becoming the first sight station in nation to outrank all AM stations in its market in average evening audience. In the process of rolling up ratings, WMAR-TV did not overlook public service and came up with two important PS series in "Atomic Report" and "Slums."

Former show brought in front of the cameras some of the nation's top atomic authorities to explain to the average viewer the atomic facts of life. That was WMAR tackling a world problem. On the local front, the station resourcefully drew upon facilities and talents of its own newsreel unit for "Slums," a documentary about Baltimore's No. 1 local problem. Hard-hitting documentary had several performances on station, and then was given additional circulation by showings at various organizations and civic groups around city. Out of this TV documentary came "The Baltimore Plan" for slum clearance, which has attracted national attention. As WMAR sums it up, the "Slums" picture was the ". . . vanguard of a reform which began with the city examining its conscience and then going to work to destroy the blight of slums. . . ."

*Variety, Wednesday, May 24, 1950

★ ★ ★ ★ ★ ★ ★



IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

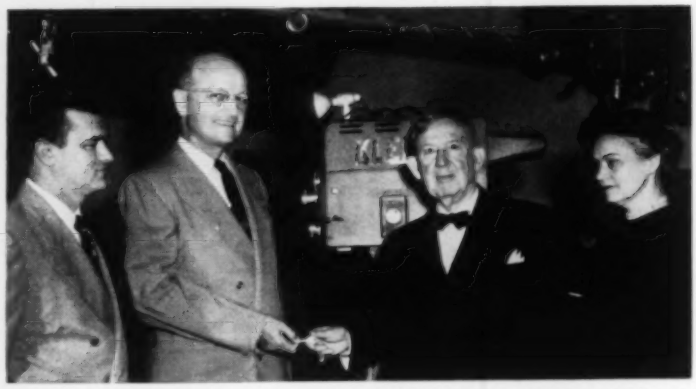
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KPRC SHOW
Greets TV on AM Birthday

FIRST television show and exhibit in Houston will take place July 3-5 under sponsorship of *The Houston Post* to mark the paper's entry into video and the 25th anniversary of its NBC affiliate outlet, KPRC. Feature of the event will be the changing of the TV station's call letters from KLEE-TV to KPRC-TV. Station was acquired by the Post on May 31.

Two shows nightly and a matinee July 4 will be broadcast and telecast in the Plantation, one of the longest dance pavilions in the southwest, according to the *Post*. Numerous booths, representing every brand of TV receiver distributed in the area, will display dealer offerings. A number of nationally known entertainers and the city's top radio and video performers are being contacted to make up the talent roster. The show will be free to the public.

KLEE-TV, which will become KPRC-TV, is Houston's pioneer television station, formerly owned by W. Albert Lee, Houston hotelman. It started regular telecasts in January 1949. W. P. Hobby, former governor of Texas and *Post* publisher, is the station's new owner. Jack Harris is general manager of KPRC-AM-FM-TV. Paul Huhndorff is chief engineer for the TV station.



Key to station's door is exchanged, symbolizing ownership transfer by (l to r): Messrs. Harris, Lee, and Mr. and Mrs. Hobby.

WESTERN SPORTS
TV Operators Set For Showdown

WITH SPORTS promoters blaming TV for poor box office attendance and the future of video sports coverage in the area virtually at stake, West Coast television station operators are girding themselves for a showdown.

At stake is live telecasting of pro and college football, as well as baseball. Boxing and wrestling may yet come under such a ban despite the fact that following a several months walkout by wrestlers on television, KECA-TV, KTLA (TV) and KLAC-TV Los Angeles have resumed weekly live telecasting.

Pacific Coast Conference as a group, or member colleges as individuals is expected to follow the Big 10's action in banning live telecasting of football games in the West.

Los Angeles Rams, pro football team, let it be known recently that no live rights would be sold for next year's games, but offered film delayed coverage at approximately $15,000 for 14 games. Station executives declared the price too high and reportedly turned down proposition.

With Clarence Rowland, president of Pacific Coast League, recommending to baseball club owners that telecasts be limited to one game per week, they are keeping a wary eye on gate receipts to determine whether TV is helping or hindering baseball.

★

Fight Proposal

Television and radio industry have lined up against a State Athletic Commission proposal to make mandatory written permission from that California agency to broadcast, telecast or film boxing and wrestling matches. As a result, a public hearing on the issue will be held in Los Angeles around July 19.

Decision came after Donn Tatum, president of the California State Broadcasters Assn., and vice president and general counsel of Don Lee Broadcasting System (KTSL), with Don Fedderson, vice president and general manager of KLAC-TV, and Station Attorney John P. Hearne, at the commission's May 13 meeting in San Diego vigorously voiced objections to the proposed ruling, Number 542. They pointed out that such a ruling was beyond constitutional rights of the commission to interfere with broadcasts, telecasts or films.

Meanwhile, the commission has ruled that there be no discrimination in rights to telecast wrestling matches. As a result MCA has thrown the field wide open by offering additional matches to stations other than KECA-TV and KTLA which have had exclusive rights up to a few weeks ago. To date no station has accepted.

FAIRBANKS TV
Claims New 35mm Process

DESIGNED and engineered for both TV and theatrical filming, a new 35mm multiple camera process has been perfected by Jerry Fairbanks Productions, Hollywood. Similar to Fairbanks' 16mm Multicam process being used to film *Silver Theatre* and other television programs, the new 35mm method utilizes compact Mitchell BNC cameras mounted on newly perfected stands that permit dollying in any direction, Mr. Fairbanks said.

A special syncing device, similar to the one patented by Fairbanks for 16mm filming, has been developed, making it possible for cameras to be turned on and off numerous times during taking of long sustained scenes.

New 35mm technique permits a picture to be photographed in continuous action, including cuts from one camera to another. Three or more cameras can operate simultaneously, filming three or more different angles of a scene, and getting long, medium and closeup shots at the same time, the firm reports.

MOHAWK TESTS
Airs Color Spots on WNBW

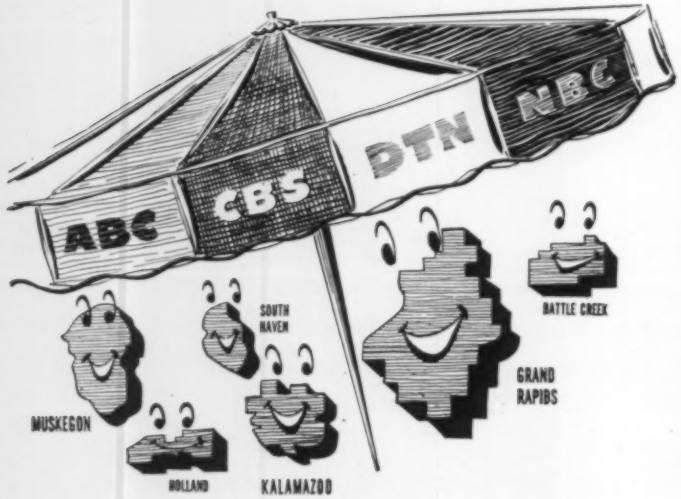
COLOR techniques currently are being tested in a series of spot participations on WNBW (TV) Washington, which airs RCA color tests, by Mohawk Carpet Mills Inc., Amsterdam, N. Y., sponsor of the three-times weekly *Mohawk Showroom* on NBC-TV. Agency is George R. Nelson Inc., Schenectady.

Company reportedly is interested in pointing up carpet colors for TV use, and has directed that top sponsor and agency personnel, as well as directors and technicians, visit Washington to work on spots, which have been aired on WNBW's nightly *Warner's Corner*, used in the RCA tests. Additionally, sponsor is contemplating periodic origination of its *Showroom* at WNBW in both black-and-white and color. Main interest is centered on rehearsal for spots. Directors Clark Jones and Doug Rodgers and Technical Director Carl Cabasin already have taken part in color production.

Nassour Studios

WITH purchase price of $2¼ million, KTTV Inc., Los Angeles, officially took over the Nassour Studios at 5746 Sunset Blvd., Hollywood, last Wednesday when the property went out of escrow [TELECASTING, May 22]. Besides requirements of KTTV, jointly owned and operated by Los Angeles *Times* and CBS, the studio lot covering approximately 3½ acres, will also house various independent TV and film producers on a rental basis, according to Harrison Dunham, general manager.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER
WLAV
AM-FM-TV
REPRESENTED BY
JOHN E. PEARSON CO.

THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM
WLAV-TV
GRAND RAPIDS, CHANNEL 7

MICH. COLLEGE
Seeks Entry in TV Proceeding

MICHIGAN State College, East Lansing, last week petitioned FCC for permission to enter the TV reallocation proceeding and to request Channel 12 (204-210 mc) or some other suitable VHF facility for an educational TV outlet.

Stating it is the first agricultural college in the world, Michigan State indicated 87% of the state's population lies within 100 miles of the proposed outlet. $100,000 was appropriated May 18 by the State Board of Agriculture for establishment of TV studio facilities and a wired TV system at the college, it was reported. This would be the basis for the TV station.

Michigan State College since 1922 has operated WKAR there and since 1948, WKAR-FM. The college pointed out that Channel 12 is assigned to Grand Rapids and no application is pending. WJIM-TV Lansing is operating on Channel 6 (82-88 mc) and WLAV-TV Grand Rapids is on Channel 7 (174-180 mc). Student body of college numbers 16,000.

Renews Berle

THE TEXAS CO. has renewed its option on Milton Berle's services on the *Texaco Star Theatre* television program, NBC-TV, beginning Sept. 19 for 39 weeks. Agency is Kudner Agency, New York.

2ND in the Midwest

6TH in the Nation

...the WLW-TV market deserves

1ST place in your plans

With 248,500 sets (as of May 1, 1950) the three station coverage area of WLW-Television looms large in any appraisal of markets. And the economy of reaching this market via the WLW-Television network is another factor favoring its high priority in your selling plans.

WLW-T CHANNEL 4 CINCINNATI | WLW-D CHANNEL 5 DAYTON | WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

'VISION OF AMERICA'
Sen. Mundt Urges U. S. Global TV Networks

CREATION of global television networks to supplement State Dept.'s shortwave broadcasts in the cold war against Communism was urged in a comprehensive master plan outlined in the Senate last Monday by the co-author of the Smith-Mundt Act, which established the Voice of America on a permanent basis.

Sen. Karl E. Mundt (R-S. D.) declared that new, proven electronic techniques had been developed which make possible audio-video relay networks in critical areas and urged formation of a "Vision of America" network at "strategic points."

Use of relays would "obviate the necessity" of coaxial cables and the network could be constructed at "amazingly low costs"—about the cost of one great trans-oceanic B-36 bomber—to "'show-how' our 'know-how' is able to produce results," he said.

"Each station would act as a link in a relay chain to permit integrated network operation of all stations throughout the areas to be served. When desired each station could be operated individually to provide a local broadcasting service to its own zone or district," Sen. Mundt stated.

He proposed establishment of a video network in such countries as Japan, Turkey, Indonesia, the Philippines and Germany. He estimated, for example, that a network could be set up in the Philippines for about $3,860,000—to include one master audio-video transmitting station and radio relay links throughout the islands. Networks in other countries could be created for about $4,600,000 each, he believes.

Sen. Mundt made clear that the proposed network "does not contemplate and does not require" use of individual TV receivers, but rather such community sets "as are now available." Use of a single TV projection channel would result in reduced construction and operation costs, he explained.

Foreign audiences could view TV fare on projection screens similar to those used in American public places by gathering in theatres, schoolhouses and other sites.

Referring to Russian "jamming" operations, he asserted that TV techniques would enable America to overcome such a challenge and limit jamming to within 50 miles of any Russian transmitter. "It is impossible for the Russians to jam a television broadcast, whereas they are able to jam shortwave broadcasts at considerably greater distances," he said, explaining that TV projection is relayed from 75 to 150 miles.

The Senator said he is not suggesting an "intercontinental television system," though he felt it would become a "reality," but was concerned solely with a "nationally operated system." He added:

"These foreign nations cannot yet expect the bounty of American advertising budgets, which would help make the network self-supporting, although it is not unreasonable to hope that such a time will come eventually."

Sen. Mundt said he has discussed his plan for regional or national TV systems with the State Dept., heads of foreign governments, and electronics experts, including Brig. Gen. David Sarnoff, chairman of the board of RCA.

NAME HALPERN
To Head ATS for 2d Term

DAVID HALE HALPERN, vice president in charge of radio and television, Owen & Chappell, New York, has been nominated to serve a second year as president of American Television Society.

Other nominees: Warren Caro, executive director, Theatre Guild's television department, for vice president; Barbara Jones, television supervisor, Grey Advertising Agency, for secretary, and Archibald U. Braunfeld, CPA, for treasurer. Since no other candidates have been nominated for these offices, the election of the official slate is assured.

A contest does arise, however, in the election of directors, as there are eight nominees for the seven directorships: Paul Alley, production supervisor, Wm. J. Ganz Co.; Halsey V. Barrett, time salesman, DuMont TV Network; Albert Deane, company publications editor, Paramount International Films; John Fox, president, Special Purpose Films; Don McClure, TV production director, N. W. Ayer & Son; Raymond E. Nelson, president, Nelson Productions; Richard B. Rawls, regional manager, ABC stations department; Henry White, CBS associate director of TV programs.

Election of the ATS officers and directors for the coming year will be held at the final meeting of the 1949-50 season, June 22 at 8 p.m. at the Hotel Roosevelt, New York.

NBC-TV Signs Sherman

RANSOM SHERMAN, former conductor of the popular *Club Matinee* from Chicago, has signed an exclusive five-year television contract with NBC, and will telecast his first show on the network starting July 3 as an eight-week replacement for *Kukla, Fran & Ollie*. The variety show, patterned along the *Club Matinee* line, will feature the Art Van Damme quintet and variety acts. It will originate in Chicago five times weekly from 6 to 6:30 p.m., CDT. Tentative plans are for Mr. Sherman to remain on the network in the fall but in a later evening spot. His contract, which contains no clauses about future radio work, is reported to provide for payment of some $750,000 in the next five years. Asking price for his summer series is understood to be about $1,300 weekly.

One Pickup PLAYS ALL DISKS

New Fairchild Turret-Head 3-Way Transcription Arm Plays Standard Laterals, Microgrooves, and Verticals Without Plug-ins . . .

WHAT IT IS:

A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm

WHAT IT DOES:

Obsoletes plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

RESULTS:

- *Lateral, Vertical, Microgroove in 1 Arm*
- *Any combination of cartridges in 1 Arm*
- *Simply turn knob to select cartridge*
- *Pressure changes automatically*
- *Optimum performance — separate cartridge for each function*
- *No arm resonance — new viscous damping*
- *Fits all transcription turntables.*

Write for Illustrated Details

Fairchild RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE WHITESTONE, N. Y. FR-113

DISK Recording WITH TAPE Quality

Fairchild Thermo-Stylus Kit

- **For maximum reduction of surface noise**
- **For quality recording at innermost diameters**

WHAT IT IS:

A kit of special styli with miniature heating elements, a cutterhead adaptor and a heat control with calibrated meter.

WHAT IT DOES:

Applies thermoplastic principles to disk recording; eliminates mechanical loading of the cutter by the disk material.

RESULTS:

- **Reduces basic surface noise at least 20 db.**
- **Minimizes frequency discrimination at innermost diameters.**
- **Eliminates most difficulties due to production differences in blank disks.**

Recordings made with the Fairchild Thermo-Stylus Kit retain the esthetic listening appeal of original sound.

Write for illustrated details—specify your cutterhead.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET & 7TH AVENUE
WHITESTONE, NEW YORK FR-112

Telestatus

(Continued from Telecasting p. 19)

Marketscope Research Co., Newark, N. J.

In the theatres surveyed, 55.3% of the managers reportedly realized at least a slight decrease in attendance since TV started in the area. Another 17% said attendance had fallen drastically; 21.3% said attendance was about the same, and 6.4% said it has increased.

The survey was based on 94 personal interviews with downtown, local and neighborhood theatre managers in Northern New Jersey.

In theatres where attendance had fallen to a marked degree, 31.8% of the managers directly attributed the loss to television. General business conditions were blamed in 23.4% of the cases while 12.8% censured the movie industry, stating in some cases that TV has made the public more film conscious and that present films are not up to the standards set by the industry in the past.

Double features were reported by 55.8% of the theatre managers to be the better drawing attraction, according to Marketscope Research.

In studying the acceptance of the sale of commercial screen time as a means of increasing revenue, Marketscope found only 17.2% of the theatre managers had ever used such an idea in their theatres. It was reported that 82.8% of the group had strong preconceived ideas against such action; 29.6% said they did not want to annoy their patrons; 23.7% knew that there was no acceptance among patrons, and 17.7% stated that it was against business policy.

* * *

New Rate Cards Issued By Four Stations

NEW rate cards have been announced by KSTP-TV Minneapolis, KTLA (TV) Los Angeles, KTTV (TV) Los Angeles and WPTZ (TV) Philadelphia.

At KSTP-TV the one-time, hourly rate in Class A time (5:59-11 p.m., Mon. through Fri.; 12:59-11 p.m., Sat. and Sun.) becomes $500; in Class B time (4:59-5:59 p.m., Mon. through Fri.) $375, and Class C (all other times) $250. New Rate Card No. 5 becomes effective July 1 with current users protected for six months at the old rate.

Paramount's KTLA rates advanced 25% on June 1 for all time segments over 1 minute. An hour of Class A time, including live studio facilities, advanced from $600 to $750. Spot announcements are increased from $90 to $125. Protection at the old rate was given for 26 weeks from June 1 to clients then on the station.

Representing an increase of 33⅓%, the KTTV one-time, hourly rate for Class A time (Mon. through Fri., 7-10:30 p.m.; Sat. and Sun., 1-10:30 p.m.) goes from $750 to $1,000 July 1. In Class B time (Mon. through Fri., 5:29-6:59 p.m.; Sun through Sat., 10:30-11:30 p.m.) the rate increases from $450 to $600. Class C time, newly established in Rate Card No. 3 and covering all other periods, is $400 for a one-time hour.

WPTZ's Rate Card No. 6, effective June 15, increases participation, announcement and station break rates but does not change the price structure for program time rates. It does, however, eliminate the differential between live-studio and film-program time. The new rate for 1-minute and 20-second spot announcements on a one time basis becomes: Class A (7-10:30 p.m., Mon. through Fri.; 1-10:30 p.m., Sat. and Sun.) $150; Class B (5-7 p.m., Mon. through Fri.; 10:30-11 p.m., Mon. through Sun.) $112.50; Class C (all other times) $70. For participations of 1 minute or less the Class A rate on a one-time basis will be $160; Class B, $122.50, and Class C, $70. Protection to advertisers signed under old Rate Card No. 5 will be given through Dec. 14, 1950.

* * *

Effects of Income On TV Families

HIGH INCOME TV families want religious programming more than those in lower brackets; both groups use the phonograph less since installation of a video set, and the average low-income family buys its set from a small neighborhood store, while those with greater earnings tend to get theirs wholesale or at factory price.

These are among findings of Davee, Koehnlein & Keating, Chicago research firm, which conducted a survey in both groups for John Meck Industries Inc. (TV set manufacturer). The groups, resident in the Chicago area, were classed economically, in the $40 and less per week salary class and above $100, with 75% of the latter earning $10,000 a year or more.

Although 5% in the high group wants religious programming (included in 53.6% seeking more educational and cultural shows), less than 1% in the lower group sought religious shows (with 24.1% wanting more education and cultural subjects).

Phonographs are used less by 64.5% in the low income group and 37.5% in the high, with 32.3% and 58.3%, respectively, reporting they play the instrument the same amount of time as before getting TV. Four percent in the latter group said they use the phonograph more, with none in the low bracket.

TV sets are bought in small neighborhood stores by 68.4% in the $40 group and 35.1% in the other, with about 23% in the higher bracket buying at factories or wholesale outlets. This contrasts with 11.1% in the lower classification. Downtown stores got business from 5.6% of the low, 14% of the high. The radio and appliance store was most popular with both groups, accounting for 37% in the low and 40.4% in the higher income group.

Relative Impact Of Spots Surveyed

SURVEY covering the impact of television spot commercials in the New York-New Jersey video area for September through December 1949 and just released by Advertest Research, New Brunswick, N. J., shows that the Starlac commercial topped the list with an impact percentage of 35%.

Information is based on 5,600 interviews conducted in the area during the last four months of 1949 and is cumulative over the period. The "percent of impact" figure shown in the table below is the ratio of impressions (number of persons who were able to satisfactorily recall the content and composition and picture and wording of a spot during the four month period) to viewers (the number of people who reported seeeing the spot during the period).

Advertest claims that the "impact percentage" is actually "an evaluation of how good a job each spot commercial is doing in delivering and impressing the message of the product advertised. Since each impact percentage is based on the number of viewers for each individual spot, these impact percentages lend themselves to comparative analysis of the worth of various commercials."

The five highest ranking spots as reported by Advertest with their "impact percentage" are as follows:

Starlac	35.0%
Habitant	31.3%
Revere	30.0%
TV Guide	29.4%
Cameo Curtains	27.5%

* * *

Berle Leads N. Y. Hooperatings

TOP television program as shown in the New York Hooperatings Pocketpiece for April-May period released last week by C. E. Hooper Inc. was *Texaco Star Theatre.*

The first 15 sponsored network television programs by rank order for the period were reported as follows:

1. Texaco—Milton Berle
2. Godfrey's Talent Scouts
3. Toast of the Town
4. Godfrey & His Friends
5. Lights Out
6. Studio One
7. Saturday Night Revue
8. Suspense
9. Philco TV Playhouse
10. The Goldbergs
11. Break the Bank
12. Fireside Theatre
13. Silver Theatre
14. Lone Ranger
15. Kraft TV Theatre

* * *

Peard Reviews Baltimore TV-Radio Set Figures

FOLLOWING recent reports that television in Baltimore is getting a larger share of sets in use than radio during the evening hours [TELECASTING, May 1, March 6], Leslie H. Peard Jr., assistant to the manager, WBAL-AM-TV Baltimore, has sent a memo to the stations' sales staff and the offices of Edward Petry Co., station's representative, on "Radio and Tele-

vision Ownership in the Baltimore Area."

The memo points out that the TV set figure released by the Baltimore Television Circulation Committee applies to Baltimore City and 15 surrounding counties, all parts of which are in the effective coverage area of one or more of the local video stations.

Of the 165,843 TV sets reported as of May 1, the WBAL memo estimates that 124,382 are in Baltimore City with the remaining 41,461 in the balance of the video area. A breakdown of population and radio homes in the area by counties also is enclosed.

The WBAL estimate of the quantity and distribution of television homes in the effective television coverage area of the Baltimore stations is given in the memo as follows:

* * *

Area	Population	Radio Homes	TV Homes	% Radio Homes With TV	Radio Homes Without TV
Baltimore TV Area	1,572,427	412,173	165,843	40%	246,330
Baltimore City Only	975,000	265,860	124,382	47%	141,478
Balance of TV Area (Part or all of 15 Counties)	597,427	146,313	41,461	29%	104,852

(Population and Radio Homes figures are from the 1949-'50 Consumer Markets of Standard Rate and Data Service.)

TIME SHARING *TV Networks to Meet Soon On AT&T Facilities*

REPRESENTATIVES of the four TV networks shortly will begin meeting to work out time-sharing arrangements for the extensions of AT&T's TV network facilities due to be placed in operation this fall. Three TV networks—ABC, CBS, NBC—have placed firm orders for use of the new facilities, which will add a southern and a midwestern loop to the present intercity TV network connections. The fourth network—DuMont—also will put in its order for these extensions shortly.

According to the latest Bell System time-table for TV facilities, September will find two new southbound coaxial cable circuits between Washington and Richmond added to the single southbound circuit now in service between those cities. Concurrently, two southbound coaxial circuits will be put into use between Richmond and Charlotte, via Greensboro, and one southbound coaxial circuit extending from Charlotte to Jacksonville, Atlanta and Birmingham.

The following month will see the inauguration of two radio relay circuits running westward from Chicago to Des Moines, via Davenport-Rock Island, with a westbound radio relay circuit connecting Des Moines and Omaha, a northbound radio relay circuit between Des Moines and Ames, and two northbound coaxial circuits from Des Moines to Minneapolis-St. Paul also going into service that month. A coaxial cable circuit running southward from Omaha to Kansas City also is scheduled to be ready for TV use in October.

In addition to these major expansions of the Eastern-Midwestern TV network facilities, AT&T also plans in September to put into use two radio relay circuits for northbound TV service from Los Angeles to San Francisco. In October two radio relay circuits will be available for TV program transmission westward from Dayton to Indianapolis, with a single coaxial circuit running southward from Indianapolis to Louisville. A second southbound Indianapolis-Louisville coaxial circuit is scheduled to be ready by December.

Since these new intercity TV connecting facilities are unable to provide fulltime service to each of the four TV networks, a time-sharing arrangement is necessary, similar to that which was adopted prior to January 1949 when AT&T first hooked together the regional TV networks of the East Coast and Midwest into a single system covering the northeast-northcentral part of the country. New York-Chicago facilities, already able to meet all normal requirements of the four TV networks, will be augmented late this summer when the new radio relay system will add four TV circuits, two eastbound and two westbound, to the East Coast-Midwest program transmission facilities.

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NAB Film Survey

SURVEY of television films has been started by G. Emerson Markham, NAB TV Dept. director, in cooperation with the Research Dept. Questionnaires have been sent all operating TV stations asking data on sources of supply, sizes, costs and quality of film. While replies of individual stations will be confidential, NAB plans to make the over-all results available to cooperating stations.

Film Report

BRACKEN PRODUCTIONS Inc., Hollywood film firm formed by **Eddie Bracken**, radio and film comedian, has acquired radio and TV rights to "Dixie Dugan," newspaper comic strip. It will be filmed as half-hour series for release to TV in fall. . . . **Video Varieties Corp.**, New York, has completed series of TV commercials for **Borden Co.**, and **General Foods Corp.** Firm also preparing two series for **Whelan Drugstores.**

TEEVEE Film Co., Beverly Hills, Calif., planning production of series of 13 half-hour television films entitled *Made in U. S. A.* Production expected to start in July. Series will depict lives of minority groups in United States and will be filmed in locale where minority is well represented. Films will be available for individual or cooperative sponsorship either as 26 quarter-hour segments, or 13 half-hours.

* * *

Margit Nilsen, creator of fashion dolls and manikins, has contracted with **TELEscoops Inc.**, 15 W. 47th St., New York, to design and produce lifelike puppets for television series on etiquette and manners, for *Emily Post Show.* First of five-minute TV shows now in production will be ready for previewing early in June.

Trio Pictures, Culver City, Calif., is new firm producing television film shows. Principals are **Jack Hively**, former motion picture director; **Axel Gruenberg**, radio director-writer, and **Carl Wester**, radio packager. Address is 882 W. Washington Blvd.; telephone Texas 0-2761. Firm currently filming series of 26 half-hour dramatic shows for national sponsorship. Three already have been completed.

Apex Film Corp., Los Angeles, has been signed by **General Mills** to produce 26 more *Lone Ranger* TV films. Production on new series to be started within next two weeks, upon completion of first 52 segments. . . . **Jerome Levine Jr.**, freelance photographer, named vice president in charge of production for **TV/Film**, New York.

* * *

Series of 26 feature motion picture films have been acquired by **Don Lee Television** from **Tobey Anguish Productions**, Los Angeles (film distributor). All films were made since 1941 and will be telecast once weekly on KTSL (TV) Hollywood, starting in mid-summer. KTTV (TV) same city has purchased first TV rights to two feature films from **Sack Amusement Co.**, New York, for its new weekly *Request Theatre* program. Films are "The Thirty Nine Steps" and "Scream in the Night."

WPIX (TV) New York, in month of May, signed 120 contracts with sponsors for new and renewed spots, participations and full sponsorships. May business was more than double that of March and April, station reports.

You Get the Sponsors —We'll Do the Work

Timely Produced TODAY for Telecasting TODAY

Top-Interest Assured Audience Appeal That SELLS Sponsors

Trouble-Free No Production Problems for Agency or Station

TV Shows by ACME TELEPHOTO

Acme Telephoto, a pioneer in the newspicture field, now produces a variety of successful shows for television. Pictures are transmitted on Acme's nationwide wire network. Shows are locally produced in Acme bureaus—ready to go on the air. Sponsor's art and copy (supplied by client or agency) is included in all these shows:

NEWS *Today's Pictures and Today's News on TV Today! Fast-paced. 5 min. daily.*

SPORTS *TV's top BASEBALL roundup! Latest scores, action photos. 5 min. daily.*

WEATHER *Tomorrow's weather on TV today! Maps, local & national forecasts. 5 min.*

WOMEN *"Women Today"—in news, fashion, home, beauty, sports. 5 min. daily.*

HOT SPOTS *20-second and 1 Minute TV spots that viewers enjoy. Latest news, pictures.*

All available on 35 mm filmstrip, film slides, balop cards or prints; with typed script. Send coupon for full information.

ACME TELECTRONIX
Division of NEA Service, Inc.
West Third & Lakeside
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I am interested in the following Acme Telephoto TV shows. Please send details of service.

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REpublic 7236

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CKCW FESTIVAL
Hits High Note in 1950

THE annual Moncton Musical Festival sponsored by CKCW Moncton, N. B., hit a high note this year with a greater number of contestants competing and a larger audience attending than ever before in the event's history, the station reports.

According to CKCW, which first revived the festival in 1947 after a five year lapse, the number of entries increased from 1,500 individuals in that year to 4,000 in 1950. In the same manner, competitions this year required four adjudicators as compared to 1947's one adjudicator. Only one hall and four days of competition were required three years ago, but this festival called for two halls and a full week of morning, afternoon and evening sessions.

CKCW sponsors and underwrites the festival, guaranteeing to pay all accounts not covered by entry fees or door admissions. Yearly competitions are organized and operated by Hubert Button and Alf Parkes of the station's staff. Through CKCW arrangements, competitors became eligible for 23 scholarships awarded by business firms, service organizations and individuals. Special awards were offered this year by Frederick Harris Music Co., Oakville, Ontario, for best performances of the works of Canadian composers.

4-H COVERAGE
Reveal Radio-TV Plans

PLANS for radio and television coverage of the National 4-H Club meeting in Washington June 14-21, slated to follow two-day sessions (June 12-13) of the National Assn. of Radio Farm Directors [BROADCASTING, May 29], have been revealed by the Agriculture Dept.'s information office.

Network radio coverage will include a pickup on NBC's *National Farm & Home Hour*, a special program from the Smithsonian Institution on ABC's *American Farmer*, interviews on CBS news programs, and the Purdue U. glee club on MBS. A radio-TV committee is planning a television service with sound motion pictures of individual state delegations for use by RFDs who represent TV outlets, as well as a number of local television programs.

SEC ORDERS
Grant Listing Privileges

SECURITIES and Exchange Commission has issued orders granting applications of two stock exchanges for unlisted trading privileges involving specified securities of Admiral Corp., radio-TV manufacturer, and United Paramount Theatres Inc.

Privileges were extended to the Philadelphia-Baltimore Stock Exchange listing Admiral Corp. common stock of $1 par value and to the San Francisco Exchange showing United Paramount certificates of interest in shares of common stock at $1 par value. Securities already are registered and listed on the New York Stock Exchange.

Simultaneously, SEC announced that Allied Electric Products Inc., Irvington, N. Y., manufacturer of cathode ray tubes and other equipment, has filed a statement seeking registration of 160,000 units of $6 par convertible preferred and $1 par common shares, as well as 20,000 common shares at $1 par value.

Company plans to use proceeds to pay accounts payable for machinery, equipment, construction costs and raw materials, and to purchase new equipment and furnish additional working capital.

AFRA CONTRACTS
San Diego Stations Sign

CONTRACTS covering blanket increase for 25 staff announcers at KFSD KCBQ KFMB and KGB, all San Diego, have been signed by American Federation of Radio Artists and the four network stations. Union also announced approximately $10 weekly raise for five combination announcers-technicians at KFXM San Bernardino, Calif., in an agreement reached by AFRA, IBEW and the station calling for $70 per week retroactive to April 1.

San Diego contracts, which were effective June 1, call for a weekly salary of $65 for the first two months; $68.50 for the next six months; $72 for the next 12 months; $75 after 20 months. Former wage scale ranged from $61 for the first six months to $72 after 18 months. Union plans to open negotiations with KSDO San Diego for similar wage scales.

CERTIFICATE of appreciation for continued programming of U.S. Army and Air Force production, *Voice of the Army*, awarded KXOK St. Louis.

Advertisement

From where I sit
by Joe Marsh

Why "Moose" Changed His Mind

Last week, parents were calling Moose Jackson on the phone—and kids were hooting at him in the streets. All because Moose fenced in his field near the depot, where the kids like to go and play ball.

Moose got sore the way folks acted—and he refused to budge. Then Doc Sherman, who likes to play centerfield himself sometimes, decided to "use a little psychology."

Over a friendly glass of beer at Andy's Garden Tavern, Doc says, "Sorry this came up, Moose. We were thinking of asking you to umpire the big game—what with your professional experience and all." (Moose used to play a little semi-pro ball.)

That did it! Next day Moose put up a stile over his fence. In return, the kids promised not to cause any damage. From where I sit, when you try to understand the other fellow's point of view—like his personal preference for beer or coffee—and then take into consideration the will of the majority, why, things go better all around.

Joe Marsh

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STerling 3626

COMMERCIAL RADIO
Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

F&P's Spot Clinic

(Continued from page 17)

field. Roy Bacus, commercial manager of WBAP Fort Worth, declared: "Now is the time for concise, factual and continuous advertising in our trade press to augment what our national representatives are doing for us."

A "good promotion man backed up with facts based on research" is KMBC Kansas City's answer to promotion problems, said Arthur B. Church, president of the station.

"We spend 6% of our total budget for promotion, selecting a theme and carrying it out with original, bold, smash copy over a long period," Mr. Church said. "We use large space in a small number of publications — usually concentrating on the two leading journals in the broadcasting field. We don't use dribbles in a large number of papers."

'Fresh Copy' Needed

W. B. McGill, advertising manager of Westinghouse Stations, disagreed with long-term "theme advertising" as practiced by KMBC, asserting that "fresh copy" is needed from time to time.

KXYZ Houston was cited for doing an outstanding sales job in a competitive market. Deprived of chain store grocery accounts by competitors, the station concentrated on independent grocers with such success that chain organizations took notice and counted KXYZ in.

How contacting jobbers paid off for WOWO Ft. Wayne was told by John Cory of F & P's Chicago staff, who asserted that "the men in the field are having more and more influence in national spot advertising." Regular visits to jobbers have increased WOWO's national spot volume to the highest level in its history, he said.

TV Spot Estimator

F & P introduced a TV spot estimator which shows at a glance (1) class of time, (2) time in minutes, (3) cost of F & P stations, (4) cost of 10 top markets, (5) cost of top 20 markets, (6) cost of top 30 markets, (7) cost of all markets. By turning a dial, the next larger time period and relative costs appear. Twelve different combinations are shown.

One of the most educational sessions at the clinic from the viewpoint of station personnel was the detailed explanation by Russel Woodward of F & P's New York office, and other staffmen, of the mechanics, forms and procedures that refer to placement and servicing of a national spot schedule. This "traffic sales system" session was designed to help the representative improve the forms so necessary in its business, and to speed up their handling. A "give-and-take" affair, it brought criticisms of the system from the stations, and in turn F & P found that some stations were not cooperating.

A packet of forms, which, Mr. Woodward said, required 18 years to develop before they were acceptable to agencies and buyers, was handed out to each station man. Included were the station traffic system, station availabilities, F & P availabilities, confirmation of broadcast order, confirmation of schedule change, teletype and telephone procedure, sales managers' visits to F & P offices and monitoring forms.

"We are still on the road to doing things better," said President Peters. "As a result of this clinic, there will be many improvements for us to carry out. I feel that if we can improve our availabilities information alone, business will improve 5%."

Mr. Peters urged the station men to "set out to raid the competition." He suggested "keeping house a little better—in effect, clipping lineage like the newspapers do."

It was the consensus of the group that cash discounts are undesirable. The day of double-spotting is here, it was acknowledged. Per inquiry business was brought up, but quickly sidetracked.

VOCM St. John's, Newfoundland, has ordered 1 kw RCA transmitter, expects to go on air with increased power in August. VOCM is now on 1000 kc with 250 w, will move to 590 kc, 1 kw with new transmitter.

ATTENDING F&P's CLINIC

Allen, Jack, WTVJ Miami; Anderson, Warwick, F&P, Louisville; Bacus, Roy, WBAP-AM-TV Ft. Worth; Bagge, Arthur W., F&P, Chicago; Barnes, Tom, WDAY Fargo; Barnhart, Charles, WMBD Peoria; Baudino, J. E., KDKA Pittsburgh; Benoit, W. E. and W. E. Jr., WRS; Bennett, Sam, KMBC-KFRM Kansas City; Bishop, Edward E., WGH Norfolk; Blain, Ewart M., F&P, New York; Bloomquist, Carl, WDSM Duluth-Superior; Boggs, Norman, WMCA New York; Bontiis, James, KSD-TV St. Louis; Bowman, A. Leo, F&P, San Francisco; Brooke, John W., F&P, New York; Bryan, W. W., F&P, Detroit; Burke, Harry, KFAB Omaha.

Caley, Charles C., WMBD Peoria; Campbell, Eldon, WRS; Carpenter, O. L., WPTF Raleigh, N. C.; Chapman, Reid, WISH Indianapolis; Church, Arthur B. and Arthur B. Jr., KMBC-KFRM Kansas City; Cohen, Nat, WGR Buffalo; Conley, J. B., WRS; Cory, John, F&P, Chicago; Davidson, Wm., F&P, New York; Duffield, R. G., WOWO Ft. Wayne; Duncan, Walter, WPIX (TV) New York; Edgar, Edward E., WGH Norfolk; Eisenmenger, E. G., Leo Burnett Co.; Ekrem, T. C., KVOD Denver; Erickson, John, F&P, Chicago; Evans, Joe, F&P, Ft. Worth; Evans, Ralph, WOC Davenport; Evans, Walter, WRS.

Fulton, Harold, WHO Des Moines; Georgi, Carl, D. P. Brother, Detroit; Grahl, R. C., Wm. Esty, New York; Gray, Arthur, WTVJ Miami; Greene, F. Robert, WGR Buffalo; Griffin, Lloyd, F&P, Chicago; Harkrader, John, WDBJ Roanoke; Hawkins, Gordon, WRS; Hecker, Con, KVOD Denver; Higgins, George, WISH Indianapolis; Hoag, Hal W., F&P, Hollywood; Hoffman, Phil, KOB Albuquerque; Jackson, Ralph, WAVE-TV Louisville; Jordan, Ray P., WDBJ Roanoke; Kieling, Richard, F&P, Chicago; Koerper, Karl, KMBC-KFRM Kansas City; Konynenburg, F. Van, WTCN Minneapolis; Kynaston, Don, WMBD Peoria; Lee, Terry, KXYZ Houston; Locke, C. B., KFDM Beaumont; Loyet, Paul, WHO Des Moines.

Mason, Richard H., WPTF Raleigh, N. C.; Masse, C. H., WBZ Boston; McGill, W. B., WRS; McNally, Wm. J., WTCN-TV Minneapolis; McNamara,

50,000-watt WBT is the biggest singlea

—Because WBT reaches the most people (a total of 577,880 radio families every week)!*

*BMB 50-100% Daytime Listening Area

Robert, F&P, New York; Meehan, C. M., WRS; Mills, Paul, WOWO Ft. Wayne; Nahas, Fred, KXYZ Houston; Neihengen, Ray, F&P, Chicago; Nelson, Louis, Wade Adv. Agency; Ohleyer, Robert F., WISH Indianapolis; Peters, H. Preston, F&P, New York; Prigmore, R. H., KEX Portland; Rawlins, L. R., KYW Philadelphia; Reed, Elliott, F&P, New York; Ruwitch, Lee, WTVJ Miami; Sanders, Ernie, WOC Davenport; Saumenig, J. Dudley, WIS Columbia, S. C.; Schacht, Charles Jr., WAVE Louisville; Schroeder, Frank Jr., WDZ Decatur, Ill.; Scovern, Jones, F&P, New York; Shafto, G. Richard, WIS Columbia, S. C.; Smith, T. Frank, KRIS Corpus Christi; Smith, T. Frank Jr., KVAL Brownsville; Soderlund, Harold, KFAB Omaha; Somerville, Robert, F&P, New York; Soule, Robert, WFBL Syracuse; Steen, John, WRS; Stone, Loren B., KIRO Seattle; Swartley, W. C., WBZ Boston; Taishoff, Sol, BROADCASTING; Teter, R. H., KYW Philadelphia; Thieriot, Charles, KRON-TV San Francisco; Thompson, Jack, F&P, Chicago; Thompson, Wm., BROADCASTING; Tons, George D., KDKA Pittsburgh; Tynan, Wm. J., F&P, Chicago; Wade, James M., F&P, Atlanta; Weeks, Roland, WCSC Charleston, S. C.; Wiemers, Wm., F&P, Chicago; Wodlinger, Mark, WOC Davenport; Woodward, Russel, F&P, New York; Wylie, L. F., WFBL Syracuse; Yeldell, Guy, KSD St. Louis; Young, C. S., KEX Portland.

Name Sam Elber

SAM ELBER, of WIP Philadelphia's publicity staff, has been named promotion and publicity director for the station, it was announced last week by Benedict Gimbel Jr., president and general manager, WIP. Mr. Elber replaces Ralph H. Minton, who recently resigned the position. A member of the WIP staff since 1945, Mr. Elber received his writing experience in newspaper and trade paper fields.

DRYER & WEENOLSEN
Form New Production Firm

SHERMAN H. DRYER, former head of Sherman H. Dryer Productions Inc., New York, and Robert Weenolsen, former program manager at Young & Rubicam, New York, have formed a new radio production and television film company to be known as Dryer & Weenolsen Productions, at 57 W. 58 St., New York.

Mr. Dryer has been active in radio since 1931 and in television since 1940. He was head of the Radio Dept. of the U. of Chicago for five years, where he originated several *University Round Table* programs. Since beginning in radio, Mr. Dryer has been the recipient of 43 awards, including two Peabody awards. Mr. Weenolsen, a former fellow of Christ's College, Cambridge, Eng., has produced many shows here and abroad. As program manager for Y&R, he produced such shows as *The Eddie Cantor Show* and *Duffy's Tavern*.

Mr. Weenolsen

Mr. Dryer

GLORIA'S STORY
Life of VOD Winner on NBC

LIFE of Gloria Chomiak, one of the four winners in the Voice of Democracy contest sponsored by NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, will be dramatized June 27 on the NBC *Calvacade of America*, sponsored by duPont. Miss Chomiak won in a field of more than a million high school students who competed for the four scholarships. She was sponsored by WDEL Wilmington.

A Ukrainian immigrant, she has had only four years formal schooling. The lead role will be taken by Peggy Ann Garner. Gen. George C. Marshall will speak on the program.

FCC Coast Move

FIELD legal offices of FCC on the West Coast have been moved from 100 McAllister St., San Francisco, to 1031 South Broadway, Los Angeles, it was announced last week. Joseph Brenner, for three years regional attorney for FCC on the West Coast, continues in that capacity in Los Angeles, FCC's 11th District field engineering and monitoring division headquarters continue in the U. S. Post Office and Court House Bldg., Los Angeles, with Bernard H. Linden in charge.

KIRBY CHARGE
Claims WCRI WAVU Overlap

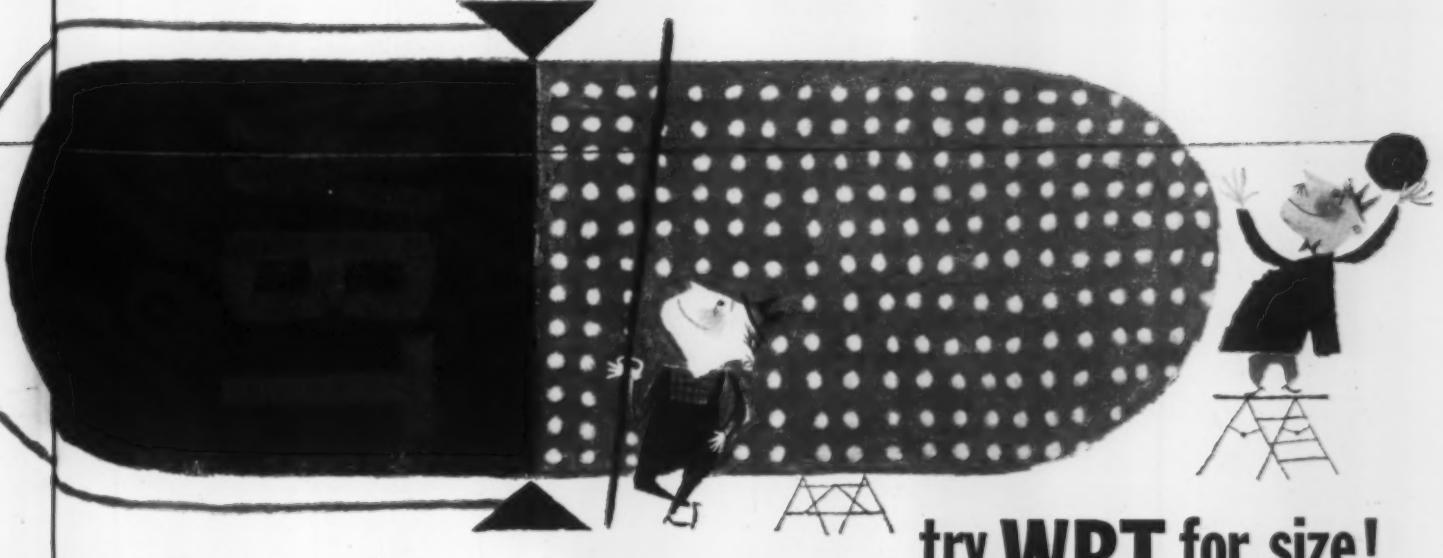
COMPLAINT against the grant of WCRI Scottsboro, Ala., 250-w daytimer on 1050 kc, was filed with FCC last week by Mrs. Rose M. Kirby, applicant for 1 kw daytime on 1330 kc there.

Mrs. Kirby contended WCRI would overlap with WAVU Albertville, Ala., in violation of FCC's duopoly rule, Sec. 3.35. WCRI and WAVU are both owned by Pat M. Courington. Stating she was a 17-year resident of Scottsboro and secretary-treasurer of the Jackson County Soil Conservation Assn., Mrs. Kirby asserted local merchants have indicated they would rather do business with a locally-owned station.

The complaint charged the operation of WCRI "will definitely be unfair competition to any other station in Scottsboro as can be proven after Mr. Courington's Scottsboro station goes on the air since it is generally known that the operation for both stations will originate in Station WAVU in Albertville. Thus running two stations with one staff is definitely an unfair setup."

WQXR-FM New York relays four hours of its daily programming to WBIB (FM) New Haven, Conn. WFMZ (FM) Allentown, Pa., also uses WQXR programming. Shows are given stations without charge in order to increase FM audience.

gleadvertising medium in the Carolinas!



try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS • REPRESENTED BY RADIO SALES CHARLOTTE, N. C.

LOBBY GROUP

Under Fire on Hill; Probe Asked

OPPOSITION to the House Select Committee probing lobbying activities erupted in full volume on Capitol Hill last week, with two Michigan Republicans leading the attack on the group and its chairman, Rep. Frank Buchanan (D-Pa.).

Culminating a week of assaults hurled at the committee for alleged "dictatorial" practices, Rep. Clare Hoffman (R-Mich.) Thursday sponsored a resolution (H Res 638) which would set up a special seven-man group to investigate the lobbying committee itself.

Touching off the blasts was the Buchanan group's earlier request for itemized expenditures from over 150 American business corporations, including RCA, covering lobbying activities the past three years [BROADCASTING, June 5] and its use of subpena power during current hearings.

Rep. Hoffman said the committee's activities had tended to "create fear, to intimidate and prevent individuals from exercising their constitutional rights of free speech." The new special group would be appointed by House Speaker Sam Rayburn (D-Tex.) and would report results of its probe by next January. Until then, the Buchanan group would have to cease hearings. Question is one of whether the lobbying committee "is acting within scope of its authority," according to Rep. Hoffman. His sentiments were echoed earlier by Rep. Paul Shafer (R-Mich.).

Rep. Shafer told the House that the committee had gotten so far "out of hand" as to warrant its abolishment, and charged its members are "hell-bent on getting just one side of the lobbying story and are using their offices to drag in the mud anyone who has the courage to oppose the Truman-Pendergast regime."

A similar charge had been leveled earlier by Rep. E. E. Cox (D-Ga.), who attacked the "outrageous and scandalous assumption of power" by the group in requesting detailed information from RCA, General Electric and Westinghouse Electric, etc. He threatened to sponsor a resolution to outlaw the group if Chairman Buchanan did not rescind the request. Rep. Buchanan refused.

Meanwhile, in a resolution introduced last Tuesday, Rep. Hoffman called on the committee to provide information dealing with its employes, direction of its activities, "and the source of income of those who are carrying on this very searching investigation." It was referred to the House Rules Committee.

The Buchanan committee has not yet touched on the radio industry, save only through RCA, but its chairman has promised to call NAB President Justin Miller, "probably near the end of the session," to testify. Rep. Buchanan has indicated he wants to hear the industry's stand.

Any Way You Look At It . .

KRNT is the

LEADER

in Des Moines,

the center of things in Iowa

Highest Hooperated—Biggest Volume of Accounts —Highest News Ratings — Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, March-April, 1950, Shows:

MORNING	KRNT has a 96.7% greater audience than the No. 2 station.
AFTERNOON	KRNT has a 49.6% greater audience than the No. 2 station.
EVENING	KRNT is 1.0 percentage points below the No. 1 station.
SUNDAY AFTERNOON	KRNT has a 11.5% greater audience than the No. 2 station.
SATURDAY DAYTIME	KRNT has a 26.1% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS	KRNT has a 41.9 greater percentage than the No. 2 station.

Those are Facts Advertisers *Know* when they buy KRNT . . . the Station that can say: "Any Time is Good Time on KRNT"

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Technical

JULES VETTER, transmitter engineer for KRON-TV San Francisco, resigns to join WCAU-TV Philadelphia.

JAMES COATES and BOB MELVIN, formerly with KALW (FM) Board of Education station, San Francisco, join engineering department of KPIX (TV) same city.

D. L. FORD and WARREN STRUBER join engineering department of KRON-TV San Francisco.

ROBERT PENNEBAKER and ROBERT S. PATTISON join KNBH (TV) Hollywood as studio engineers. Mr. Pennebaker was formerly chief instructor, Radio Electronics School, Detroit, and before that engineer with WWJ same city; Mr. Pattison was formerly KALI Pasadena (Calif.) technician. Joining studio engineer vacation relief staff are RODNEY C. MEYERS, formerly chief engineer, KMNS San Luis Obispo, and RAY M. CONNERS, formerly announcer-engineer, Shasta Cascade Broadcasting Co., Mt. Shasta, Calif.

ROBERT SCHULZ, KTSL (TV) Hollywood engineer, is the father of a girl, Christine Rae, born May 24.

LAWRENCE SCANLON, engineer with WIBX Utica, N. Y., and MARILYN A. DAVIS, WLAW Lawrence, Mass., receptionist, announce their marriage.

SALFORD ELECTRICAL INSTRUMENTS Ltd. appoints Zoomar Corp. exclusive U. S. distributor for SEI exposure photometer.

COMR. STERLING

Senate Hearing Wednesday

CONSIDERATION of Comr. George Sterling's renomination for a full seven-year term with FCC beginning July 1 will be explored in open hearing by the Senate Interstate & Foreign Commerce Committee Thursday.

Authorities indicated Thursday that no individuals or groups had filed to appear in opposition to Comr. Sterling's renomination. It is expected, however, that committee members may wish to question him on such communications matters as his views on the McFarland FCC reorganization bill, status of TV allocations and disposition of the clear-channel case [CLOSED CIRCUIT, June 5].

Sen. Charles Tobey (R-N. H.) and Commerce Chairman Ed C. Johnson (D-Col.) presumably will be chief interrogators along with Sen. Ernest W. McFarland (D-Ariz), whose bill (S 1973) is languishing before the House Interstate Commerce group.

Committee approval of Comr. Sterling, and of Martin Hutchinson, nominated to Federal Trade Commission would be tantamount to Senate confirmation.

Mr. Hutchinson's nomination will be considered on Wednesday.

Westinghouse Meet

WESTINGHOUSE Stations held their annual meeting of station managers and headquarters personnel last week at the Edgewater Beach Hotel, Chicago, with Walter Evans, president, in charge. General administration problems, sales, programming and promotion were discussed. Officials appraised what the organization is doing and reported "everything in good shape but competition tough." Eighteen officials were present, including Walter E. Benoit, vice president, and J. D. Conley, general manager. While in Chicago, the group participated in the Free & Peters National Spot Sales Clinic.

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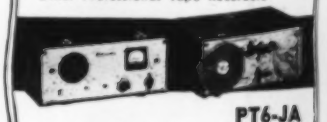
Rock Island, Ill. USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50
WRITE Magnecord INC.
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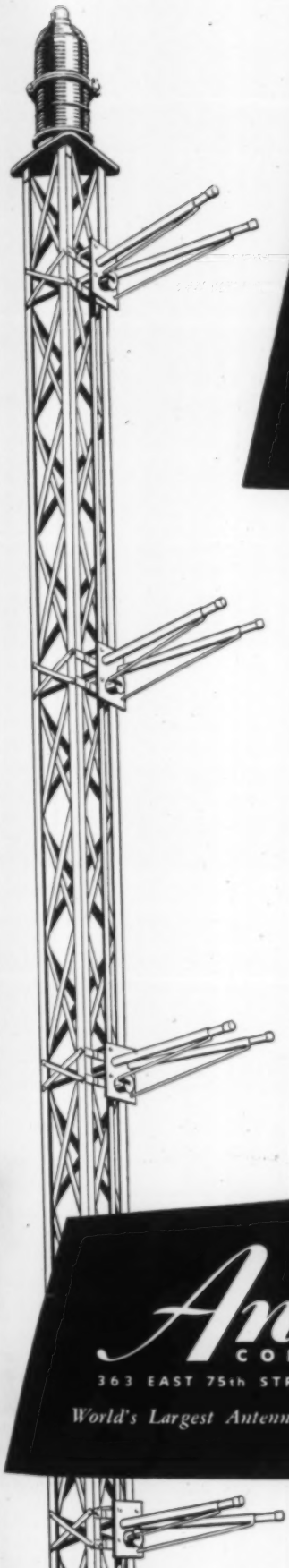
Chicago 1, Ill.



GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW *Andrew* MULTI-V FM ANTENNA

TYPE	NO. OF BAYS	POWER GAIN	PRICE
1308	8	7.3	$2800
1304	4	3.7	850
1302	2	1.6	320

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ **Twice as much power gain per dollar as any other FM transmitting antenna!**

★ Top performance, yet half the cost of competitive antennas.

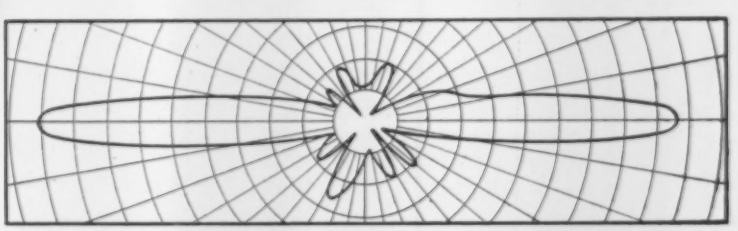
★ Side mounting construction permits installation on towers too light to support heavier antennas.

★ Circular radiation pattern.

★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you *to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.*

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists



Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.

ANDREW

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

NAB ON NARBA

NAB participation in international radio conferences must be limited to mandate of its board of directors, representing many types of competitive licensees, NAB President Justin Miller declared Thursday in a letter to Rosel Hyde, FCC member and chairman of the U. S. NARBA delegation.

The letter was in reply to a communication dated June 1 in which Commissioner Hyde spoke at length and with emphasis on tactics of NAB and Judge Miller during recent North American negotiations [BROADCASTING, June 5] Commissioner Hyde had resented Judge Miller's charge of coercion during the negotiations as presented in a letter to Francis Colt de Wolf, Chief, Telecommunications Policy Staff, Dept. of State.

Commissioner Hyde had written that NAB's participation in conferences will be of limited value unless delegates are allowed to make unrestricted decisions.

Judge Miller wrote that NAB's representatives could only take a neutral position in connection with changes "degrading or deviating from the status quo of March 29, 1949" since some of these changes might draw NAB membership objections even though other members might benefit.

He added that he felt NAB's representatives have been giving valuable service at recent conferences "and even at the Havana meeting." In addition they have kept NAB members informed of progress of negotiations, he continued. "I understand you expressly advocated this procedure in Montreal and agreed to its continuance during the Havana meeting when NAB's representative sought your approval of releases," he said.

Diplomatic Aspects

Second, Judge Miller wrote, he did not in any way minimize the importance of Commissioner Hyde's role at conferences, referring to the letter to Mr. de Wolf in which Mr. Hyde had been mentioned in his FCC capacity rather than as chairman of the U. S. delegations at Montreal and Havana.

After discussing at length the diplomatic aspects of the negotiations Judge Miller commented on the observation by Commissioner Hyde about the fact that he did not represent NAB in the negotiations, explaining he, too, would have been limited by NAB's policy just as was the case with Neal McNaughten, NAB engineering director who served as delegation member for the association. He cited Mr. McNaughten's extensive experience in international negotiations and said his withdrawal from the Havana negotiations was not intended to embarrass the delegation chairman.

"You may have noted that the reporter for BROADCASTING magazine considered your letter to me a 'sharp rebuke'," Judge Miller wrote. "I regard it as nothing more than part of a friendly exchange of ideas between two legally trained men, in an attempt to secure a better understanding of a rather difficult situation."

Judge Miller concluded, "I see no logic in your suggestion that it is necessary for NAB, as an association, to participate in treaty proposals in order to secure advantageous, final adjustments; especially if it is understood from the beginning that the association's representatives are limited in the extent of their participation.

"NAB's individual members and representatives of the networks can participate on an arms-length basis in such negotiations and join in agreements. Certainly those delegates who are appointed because of their official positions—and this was the sense in which I referred to you as representing FCC—can participate both in negotiation and agreement. After all, when the chips are down, they are the ones who agree upon proposals, and present them for ratification."

Reply Sent to FCC

WDAS SOLD

Max Leon Acquires

ACQUISITION OF WDAS Philadelphia, 250-w independent on 1400 kc, by Max Leon, Philadelphia musician and businessman, was announced late last week, subject to the customary FCC approval. Sales price: $495,000 for the station and net quick assets totaling about $200,000.

Mr. Leon, director of the Philadelphia Pops Orchestra, is acquiring the station from William Goldman, Philadelphia theatre owner, who bought WDAS in 1947 from Alexander W. Dannenbaum and Cecile L. Naumberg for about $485,000.

Spokesmen said Mr. Leon plans no changes in either personnel or program format, except that he personally will conduct the daily two hours of light classical music programs which have been featured on WDAS for some 20 years.

The station, on 1400 kc, is managed by Lambert B. Beeuwkes, who also is commercial manager.

Aside from his musical career, the new owner is engaged in the wholesale candy business in Philadelphia.

Applications for FCC approval are being prepared by Thomas W. Wilson of the Washington law firm of Dow, Lohnes & Albertson.

'Gambling' Bill

MODIFIED anti-gambling bill approved by the Senate Interstate & Foreign Commerce Committee was passed over by the Senate Thursday upon objection raised by Sen. Pat McCarran (D-Nev.). Sen McCarran earlier had indicated he may attempt to have the measure referred to his Senate Judiciary Committee [BROADCASTING, June 5]. Substitute version, adopted as compromise of Justice Dept. bill (S 3358) and FCC plan, would ban radio-TV coverage of "gambling" data prior to horse race events but permit broadcasts and telecasts during races.

WCTT CHANGE

FCC Would Grant Increase

INITIAL decision to grant WCTT Corbin, Ky., change in facilities from 250 w fulltime on 1400 kc to 1 kw fulltime on 680 kc, directional night, was issued last week by FCC Hearing Examiner Fanney N. Litvin. The Corbin Times-Tribune Inc. is licensee.

Finding that no interference would result to any existing stations, the examiner noted that WCTT would serve additional areas and population not now receiving any primary service. The station's extended 0.5 mv/m signal would reach 214,000 persons daytime, an increase of 426%, of which 31,746 persons now receive no primary signal from any station. Nighttime the station's 9.9 mv/m interference-free contour would reach 16,900 persons, a gain of 77.7%. The towns of London, Williamsburg and Barbourville, where WCTT now has remote studios, would be in WCTT's daytime primary area.

The examiner found that the proposed operation would violate FCC's engineering standards in two respects but considered these minor in view of the primary service extensions. Claim by WPTF Raleigh, N. C., that it would receive "objectionable" daytime skywave interference was dismissed as immaterial under existing standards. WCTT was represented by Russell Rowell, Paul D. P. Spearman and John Spearman of the Washington law firm of Spearman & Roberson.

Joseph V. Barile

JOSEPH V. BARILE, 33, chief of the classification branch of the FCC Personnel Division, died June 2 at Emergency Hospital, Washington. He had been ill for about two weeks. Mr. Barile joined FCC in December 1945 as assistant chief of the classification branch and was promoted to chief in May 1948. Prior to joining the Commission he was classification and wage analyst with the Chief Signal Officer and before that with Doherty, Clifford & Shenfield both in Washington. Mr. Barile attended West Virginia Business College from 1936-38. He is survived by his mother and several brothers and sisters.

More For Less on WSJS!

That's right! WSJS delivers MORE audience than all other Winston-Salem stations combined—and at LESS COST.

The Proof:	WSJS	Stations B & C Combined
Daytime Share of Audience Hooper—1949-1950	46.3	40.1
Rate: Daytime Quarter-Hour	$35.00	$50.00
Rate: Daytime One Minute	$ 8.50	$13.50

Your First and Best Buy!

Affiliated with NBC

WSJS AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by HEADLEY-REED CO.

WHDH Covers a Big Mass Market in Boston, Mass.

When the switch was thrown for the new 50,000 watt WHDH transmitter in February, 1949, the finest high-fidelity coverage was brought to New England through one of the largest and most complete transmitter plants in the country.

Three Truscon Steel Radio Towers are an important part of this outstanding station, reaching millions of New Englanders daily. Two of the Truscon guyed towers, with heights of 565 feet and 605 feet above ground, are for AM only. The third tower is 645 feet high, with the upper portion designed so that it can be removed in the future, if required, and replaced with an FM or TV antenna.

Three More TRUSCON TOWERS OF STRENGTH 565 Ft., 605 Ft. and 645 Ft. HIGH

What are *your* particular new or modernizing tower problems? Truscon can draw upon its background of world-wide experience to engineer, erect or modernize the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

Ads, Women, Box Tops

(Continued from page 19)

women as it does to reach the women exclusively in the daytime. And at night, on most of the big-time radio shows, the opportunity to talk to the entire family comes only once a week.

But in the daytime, by concentrating on women with such programs as newscasts, participating shows and soap operas, we are able to reach them five times a week with commercials on each show which means that we can give them 10 selling commercials a week as against two selling commercials on a nighttime program —and at a *lower* cost.

It is true, as proven by Hooperatings, that we do not have as large an audience for any one program. But we would rather take a much smaller audience and do a strong selling job than to take a large audience at a much higher cost and do what, in our opinion, would be a mediocre sales job.

Determining Factors

We judge low-cost responsive circulation by all the theoretical measurements. And then we add another valuable measuring rod—one which few agencies have at their disposal. Since we have been in business we have received over 41 million box tops and coins, so we judge media by the actual cost per inquiry. And we hold that there is no question that the one which produces inquiries at lowest cost is a low-cost advertising medium.

● No. 4—We believe in *concentration*—in other words, paying the price of admission to a market. It is much like going to a show on Broadway in New York. If the box office price is $6.60 and you are willing to spend only $1.80, then you cannot expect to get a front orchestra seat. You must be satisfied to sit in the gallery. Sometimes, based on present prices to "South Pacific" in New York, you may find standing room only.

Stilted Approaches

Many campaigns are sold to manufacturers with dull coverage maps, maps which show a complete coverage of the United States, but not enough circulation in any one market to really do a job. In other words, a coverage map may look good in an agency chart presentation, but actually the amount of money and effort spent in any one market may be likened to driving a tenpenny nail with a tack hammer.

Advertising, to be successful, must buy back sales. And the best way to buy back sales is to give people a good product, a good story about that product, and then intensive enough effort through concentration and reiteration of the message to actually buy back sales in the market where the campaign is operative.

● No. 5—The last of credos is probably the most important of all and is the one that is based on the application of the first four. This is the use of "forcing methods" which accelerate the sale of a product after its merits have been previously explained to housewives with reason-why copy—through usual advertising methods.

By "forcing methods" I mean premiums, deals, schemes and contests which, after a woman has been told about a good product, and told enough times through concentration and reiteration, persuade her to go to her grocer or druggist and make the first purchase.

I commenced by saying that our kind of successful advertising today is directed toward inducing *use* of a product, and here's where the use of a product comes in. We at the Duane Jones Co. spend long hours thinking up ways and means to get women to go in and try a product—after they have heard the story about it—for the first, second or third time.

I am talking about women mainly because primarily they are the major buyers of grocery and drug products. The major percentage of sales of most grocery and drug items are made to housewives. Therefore, most of our campaigns are directed to them.

One example of these forcing methods that induce women to *use* a different brand of a product is the Blarney Stone Charm Bracelet. With this particular self-liquidating premium, over 408,000 housewives sent in a quarter with a label of the product advertised. I sent a man to Blarney Castle, Ireland, to get this Blarney stone, had it chipped up and made a part of a bracelet. My client was able to send them out to housewives for 25¢ each, which made it as we say "self-liquidating."

The Ladies Responded

The result of this offer was that over 408,000 ladies bought the product and sent in and got the bracelet—making the cost per inquiry approximately 8¢, a very low cost.

But we wanted to know how many established customers sent in for the offer and how many new customers we had secured. So a check was made among 6,000 recipients and we found that approximately half of the women who sent in for this charm bracelet were already established customers, and that the other half were new customers. Inasmuch as the offer was "self-liquidating," it cost us nothing to give our old customers a souvenir—in fact, it was good public relations—and we were happy to be able to show our gratitude to old customers. But the half of the recipients who were new customers, we figured, cost us 16¢ each.

Three months later we went to these new customers and asked them what brand of this product they were using. And 50% of these new customers said they were now steady customers.

In other words, through this promotion it cost us 32¢ to get a steady customer who, with this particular product, uses one case a year. The profit on a case of this product at that time was something like 86¢. Through this promotion we spent 32¢ to get 86¢ back. So we were not selling advertising on faith or the vague idea that it creates consumer acceptance, good will, and keeps the advertiser's name before the public, but instead on the basis of arithmetic—actual mathematical results that were highly profitable.

14 Years' Experience

In the 14 years we have advertised this product they have averaged four such promotions a year with similar results, and their sales have increased from 600,000 cases a year to last year's total of over 5 million. And the convincing thing through the years has been that the present case sales today are exactly commensurate with the

KMMJ BUYS KXXX

Searle Is Named President

PURCHASE of KXXX Colby, Kan., by KMMJ Inc., Grand Island, Neb., has been completed. Don Searle, president, KMMJ Inc., is the new president of Western Plains Broadcasting Co. which formerly operated KXXX. Retiring president is James V. Pratt and August W. Lauterbach is retiring director.

With the purchase consummated, Mr. Searle has announced that KXXX will operate in conjunction with KMMJ as "Ranch and Farm Radio." Expansion

Transacting purchase are (l to r) Mr. Lauterbach, holding stock; Mr. Pratt, accepting check, and Mr. Searle, making presentation.

* * *

plans include extension of service to ranch and farm areas. At the same time, it has been announced that Wick Heath, general manager of KMMJ, has been made a vice president of KMMJ Inc., and Bill Martin named vice president in charge of sales for the firm. Rex Lathen is regional sales manager for both KMMJ and KXXX. Sales office for the stations is at Grand Island.

Other new stockholders in addition to Mr. Searle include H. A. Searle Jr., Omaha, vice president; J. Herbert Hollister, Boulder, Col., treasurer, and Helen Searle Blanchard, Council Bluffs, Iowa, secretary. U. L. (Gus) Lynch will head the stations' engineering department. Mr. Searle and Jim Parks also direct the National Home Institute in Hollywood.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

DR. FRANK BLACK'S MALE CHORUS

"The Singing Americans"

Ray Porter, Associate Conductor and Arranger

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

number of such promotions we have used. Therefore, "forcing methods" are a vital factor in the success of package product campaigns.

How do we know what kind of premiums or deals or schemes women will go for? We have a staff of six women who spend their entire time scouring the market for suitable premiums that have a great appeal to the housewives. For example, in one instance we read in the *New York Times* of how the grateful people of England gave our own Gen. Eisenhower a gold sword embellished with rubies in appreciation of what he had done for the British people. We made a replica of Gen. Eisenhower's sword as a lapel pin. This was offered to women on daytime radio and had we been able to get enough of them made by our supplier at the time, we would have received over 1,250,000 quarters in the mail in 10 days. Actually, we could get only 400,000 sword pins so we were unfortunately forced to "jerk" the offer off the air after four days. But had we been able to get enough Eisenhower sword pins, the returns from this offer would have set an all-time high in radio offer history.

Eisenhower Swords

Later on we offered crossed sword earrings designed after the Eisenhower sword, and some 850,000 quarters came through the mail. In this case we were fortunate enough to get an adequate supply.

Another example is in our offering a plastic orchid lapel pin. Women since their childhood have always wanted their beaux to give them an orchid. So we offered to give them this orchid lapel pin for 25¢ with a box top of the product and it pulled over 1,100,000 returns. This means that 1,100,000 packages of the product were sampled—possibly 550,000 were new customers and 275,000 became steady users of the product. These steady users are good for a case a year of this product and the manufacturer increased his sales, from this one promotion, by 275,000 cases.

The secret behind these radio promotions is that they should not only be glamorous or romantic, but they should be items to which the housewife had already been pre-educated. Every woman since her school days has heard of Blarney Castle and has heard of people travelling to Ireland just to kiss the Blarney stone. Here, for 25¢ she is offered an opportunity to kiss a fragment of this famous stone (or have her boy friend kiss it) by simply using the client's product once.

Also, there are many other yardsticks for measuring good radio premiums such as these. They should not compete in price with 5-and-10¢ store items—department store items, etc. Also they should be easy to mail—pass all federal regulations, etc.

Other Offers

In addition to these radio offers I mentioned, we make many premium offers in newspapers and magazines—also on can bands around the products. These are called "eye-minded" items in contrast to "ear-minded" items over the radio. "Eye-minded" items such as a new type can opener or gadget of some kind for the kitchen that we can illustrate in space do not necessarily need to have a glamorous appeal such as an "ear-minded" item broadcast over the radio requires.

All of this boils down to the fundamental principle of staying out in front in advertising, just as automobile manufacturers, architects and builders of any description must stay out in front in their respective professions.

Now you may think I have given a formula that can be easily adapted. But the primary secret of the entire formula is the proper appraisal and coordination of all the factors I have explained. This is where an advertising agency comes in, and it is the result of years of experience in the business.

I am reminded of Kipling's description of the old Cape Horn sea trader who became a multi-millionaire and finally retired. His friends asked him how he did it and he quoted the Scripture text: "Just keep your light a-shining a little ahead of the next." Then he added: "They copied all they could follow, but they couldn't copy my mind—so I left them sweating and stealing a year and a half behind!"

GROCER MEETS RADIO

Taliaferro Presents NRGA With Success Story

GRAPHIC illustration of how local radio advertising can reap awards for the grocer was presented last week to some 10,000 retailers attending the June 4-9 National Retail Grocers Assn.'s annual convention held in Chicago.

A radio success story of Portsmouth, Va., Food Stores' campaign was explained to the grocers by S. L. Taliaferro, the group's advertising director.

After a 13-week "experiment," Mr. Taliaferro said, "we decided to make radio advertising a permanent part of the PFS budget." The campaign by PFS, independent cooperative made up of 80 stores, he said, followed the plans prepared by James W. Campbell, local sales manager of WLOW Norfolk, Va.

Presentation by PFS centered upon a daily half hour audience participation show, *The Mystery Sound* (11-11:30 p.m.), offering about $100 worth of prizes each day and an occasional jackpot of $250-300. Show was backed up by newspaper advertising, bus cards and color posters in member stores.

According to Mr. Taliaferro, public response was "so gratifying" that in less than six weeks after the program's start, the stores added another daily half hour (2:30-3 p.m.) program.

He Sinks Into an Easy Chair While Furniture Sales Climb

Sitting down on the job isn't his way of building sales for a sponsor. But a man has to relax sometime—and it's a lot easier when you know you've *done* a good job. Take the case of the Greenville Furniture Co., in Greenville, Texas. In a letter to KGVL, Mr. J. L. Spradling says:

> "We opened our doors about the time you went on the air and almost immediately began sponsorship of Fulton Lewis, Jr., and have had him ever since. We feel that he has had a lot to do with the success of our store. We have recommended him to many of our friends in the furniture business in other cities. Many of them have reported there wasn't a chance to get him, as there was a waiting list."

The Fulton Lewis, Jr., program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

WMIE TRANSFER

McBride Denies Cox Charge

ARTHUR B. McBRIDE, principal in the proposed licensee of WMIE Miami, Fla., and Cleveland millionaire sportsman and taxi operator, told FCC Hearing Examiner Leo Resnick last week he never knew Al Capone nor did he ever attempt to intercede with ex-Gov. James M. Cox in behalf of the racketeer.

Gov. Cox in April testified Mr. McBride had approached him in Miami in 1930 when the Cox-owned *Miami Daily News* was conducting its anti-Capone campaign [BROADCASTING, April 17]. Mr. McBride attributed Gov. Cox's charge to his "old age" or bitterness over WMIE's competition to WIOD Miami, a Cox interest. Other Cox stations are WSB Atlanta and WHIO Dayton.

At another point Mr. McBride asserted Gov. Cox had confused him with Ed Strong of Cleveland. Mr. McBride testified that he first met Gov. Cox in 1935 on a train to Miami when the latter had told Mr. McBride that Burr Gongwer, late Democratic chief in Cleveland, wrote him a letter introducing Mr. Strong who allegedly had called on Gov. Cox regarding Al Capone in the late 20s or early 30s.

Mr. McBride and his business associate, Daniel Sherby, are owners of Sun Coast Broadcasting Co., which is seeking FCC consent to assume direct control and operation of WMIE from Lincoln Operating Co., a theatre management firm and trustee of the station. FCC's investigation of the McBride-Sherby interests has been underway for more than a year [BROADCASTING, July 4, 1949]. WMIE is assigned 10 kw day, 5 kw night on 1140 kc.

Business Records Cited

Paul M. Segal, WMIE counsel, presented business records of the Cleveland *News* for 1930 which were purported to prove that Mr. McBride, in his duties as circulation manager for the *News* at that time, could not have made a trip to Florida. These records were described by Edward J. Thomcik, assistant treasurer of the *News*.

Joseph Laumer, Mr. McBride's assistant at the *News*, testified he drove with Mr. McBride on the latter's first trip to Florida in 1934. Mr. Laumer now is a supervisor for the Yellow Cab Co. in Cleveland, a McBride-Sherby interest.

Details of Mr. McBride's past interest in Continental Press Service, national racing news facility now owned by his son, Edward J. McBride, were given by Mr. McBride and Joseph M. Lebit under examination by Harry Becker, FCC counsel. Mr. Lebit is accountant for Continental Press and the Cleveland Browns, professional football team owned by Mr. McBride, and also handles Mr. McBride's income tax and real estate accounts.

Continental's History

FCC was told Mr. McBride organized Continental Press in November 1939 just after the late Moses L. Annenberg's "various difficulties" with the government caused him to drop the Nationwide News Bureau, a racing wire said to directly service bookies. Mr. Annenberg, who also owned the *Daily Racing Form*, was subsequently indicted on income tax charges. Mr. McBride said Continental Press was different from its predecessor in that it serviced scratch sheets and other news clients but not bookies. Continental Press is managed by Thomas Kelly of Chicago, brother-in-law of Mr. McBride.

Although Mr. McBride financed his son's initial interest in Continental Press upon his withdrawal from the business in 1943, he testified he has had no voice in the operation since that time. Asked by Mr. Becker if he had organized the wire service in 1939 to help James Ragen Sr., then on "probation," to get back into business, Mr. McBride said they "never discussed it at that time," but added, "I would never take anything from the Ragens."

James Ragen Sr. later exchanged his half-interest in a "teletimer" race track photo business for Mr. McBride's interest in Continental Press and was active in the business with James Ragen Jr. until 1946 when the father was shot, FCC was told.

Mr. McBride testified that in his first meeting with Gov. Cox in 1935 concern was expressed over the former's friendship with Mr. Annenberg who had just established the Miami *Tribune* the previous year. He said the *Tribune* was sold in 1937 to the John S. Knight interests, which now publish the Miami *Herald*, and folded in December 1937.

Mr. McBride testified that when he met Gov. Cox a second time at a golf match in Miami in 1938 Gov. Cox commented Mr. McBride's friend Annenberg "didn't do so good" because he had lost $600,000 in the *Tribune* operation. Mr. McBride charged Gox. Cox then said to him, "'I'll send that . . . . to the penitentiary yet'."

A host of character witnesses from Cleveland were produced by WMIE to testify to Mr. McBride's honesty and public spirit. These included: James Donnelly, president of the Cleveland City Council; Ray T. Miller, Cleveland Democratic chief, former mayor there and part owner of WERE Cleveland; A. L. Demaioribus, WERE board member, chairman of the Cuyahoga County Republican Central Committee and head of the Cleveland Home Brewing Co.; John F. Burns, president of the Cleveland Federation of Labor (AFL); Thomas Coughlin, president, Bank of Ohio; Dave R. Jones, steel industrialist and part owner of the Cleveland Indians; Rabbi Abba Hillel Silver; Monsignor Alfred J. Murphy, and a number of other civic, business and religious leaders.

HILL DISCS

Modified Bill Okayed By Senate

MODIFIED bill incorporating major changes in operation of the Congressional Joint Recording Facility slipped quietly through the Senate last Tuesday despite efforts to reconsider the controversial legislation before sending it to the House.

The new Senate-approved version, which would transfer the facility from the House Speaker and Senate Clerk to a joint Congressional committee and make other changes involving supervision of members' interviews by radio correspondents [BROADCASTING, May 29], has drawn sharp criticism from NAB and Radio Correspondents Assn.

At week's end, the bill was resting on House Speaker Sam Rayburn's (D-Tex.) table, with two courses of action open to proponents of the earlier House version. They may seek to resolve differences by calling for a conference committee or let the measure "languish."

Opponents of the present bill are known to feel that jurisdiction by a joint committee such as proposed would subject the facility and correspondents to "Congressional whims," possibly to the long-range disadvantage of the radio industry, and also give Administrator Robert Coar a free hand in "making arrangements" for use of all radio-TV recordings involving members of Congress.

Both NAB and the correspondents' association have referred to subcommittees the issue of clarifying the administrator's duties which, they feel, are plainly "nebulous" and "far-reaching" at present and ultimately even subject to high court ruling if not defined.

Many radio stations currently are using members' discs locally as "public interest" features and in the nature of "reports" to constituents. The facility now is operated by the government at taxpayers' expense, though previously it was run privately by Mr. Coar.

The move to bring the proposal (H J Res. 332), which passed the House last August, before the Senate was pushed by Sen. Scott Lucas (D-Ill.), Senate Democratic majority leader, just before adjournment at 12:55 a.m. Wednesday.

Sen. Karl E. Mundt (R-S. D.) told the Senate that the Rules & Administration Committee held hearings on the matter "and went into it very thoroughly." He said it would merely provide a "better system of bookkeeping and housekeeping."

Ferguson's Stand

Sen. Homer Ferguson (R-Mich.), leading the fight to reconsider the measure Wednesday, said he was not on the floor "early this morning" and asserted "the matter is one which I am sure deserves more attention than it has received by the Senate."

Sen. Lucas advised the Senate that when it passed the joint resolution "early this morning" it did so "primarily at the request" of Sen. Mundt. Sen. Ferguson's motion to request return of the bill from the House was defeated.

L. A. Ad Club Elects

HAAN J. TYLER, manager of KFI-TV Los Angeles, has been elected president of Los Angeles Ad Club succeeding Richard C. Russell. Russell Z. Eller, advertising manager of California Fruit Growers Exchange (Sunkist), was made first vice president. Added to board of directors were Carl K. Tester, vice president and manager, Philip J. Meany Co.; Paul H. Willis, general advertising manager, Carnation Co., and George Clark, advertising manager, Farmers & Merchants National Bank.

Upcoming

June 15-20: Conference on Public Opinion Research, Lake Forest, Ill.

June 19: FCC oral argument on proposed rules against "trafficking in frequencies," FCC Hdqrs., Washington.

June 22: American Television Society, Hotel Roosevelt, New York.

June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.

June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.

June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.

June 28-30: Assn. of Independent Metropolitan Stations Convention, Miami, Fla.

June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL
Contact EDWARD PETRY CO.

HAYES FOR STUDEBAKER

In Quarter-Million Deal

STUDEBAKER Corp. in quarter-million dollar time purchase June 26 starts 52 week sponsorship of Sam Hayes newscasts which it currently sponsors on NBC twice daily, three times weekly on full Don Lee network plus 10 MBS Intermountain stations and three Arizona stations: KOY Phoenix, KSUN Bisbee, KTUC Tucson. Programs are to be Monday, Wednesday, Friday (4:45-5:00 p.m. PDT and 6:45-6:55 p.m. PDT). Agency for Studebaker: Roche, Williams and Cleary, Chicago.

Mr. Hayes will also do Tuesday and Thursday (4.45-5:00 p.m. PDT) newscasts on network on sustaining basis. General Mills Inc., San Francisco (Sperry pancake and waffle mix), continues sponsorship of Hayes newscasts on NBC Monday through Saturday (7:45-8:00 a.m. PDT). Agency, Knox-Reeves Adv. Inc., San Francisco.

Doherty in Geneva

RICHARD P. DOHERTY, NAB employe-employer relations director, is attending the conference of the governing body of the International Labor Organization, United Nations, now meeting in Geneva, Switzerland. Mr. Doherty is one of the two U. S. management delegates to the conference, in which 67 nations are participating. He will visit radio-television executives in France and England on his way home.

PACIFIC NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total Pacific Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

APRIL 1950

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK		
1	People Are Funny (NBC)	22.5
2	Fibber McGee & Molly (NBC)	20.5
3	Red Skelton (CBS)	20.0
4	Charlie McCarthy Show (8:30-9 p.m.) (CBS)	20.0
5	Judy Canova (NBC)	19.5
6	Truth or Consequences (NBC)	18.9
7	Bing Crosby Show (CBS)	18.8
8	Grand Ole Opry (NBC)	18.3
9	Day in the Life of Dennis Day (NBC)	18.0
10	Jack Benny (9:30-10 p.m.) (CBS)	17.4
WEEKDAY		
1	Pepper Young's Family (NBC)	8.7
2	Backstage Wife (NBC)	8.6
3	Road of Life (NBC)	8.4
4	When a Girl Marries (NBC)	8.3
5	Right to Happiness (NBC)	8.2
6	Young Widder Brown (NBC)	7.9
7	Tom Mix (MBS)	7.4
8	Stella Dallas (NBC)	7.2
9	Lorenzo Jones (NBC)	7.0
10	Portia Faces Life (NBC)	6.9

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 4,706,000—the 1950 estimate of total radio homes in the Pacific Time Zone.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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ELECTION BILL

To Eye Radio-TV Expenses

ELECTION expenditures incurred by House members for use of radio, television and other advertising facilities would be subject to close scrutiny of a special five-man House committee under a proposal dropped in the Congressional hopper last Thursday.

The proposal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), would authorize the group to probe the "extent and nature" of expenditures of all House members during 1950's political campaign and report to the chamber not later than Jan. 3, 1951.

Additionally, amounts spent by individuals, groups, committees, corporations and labor unions in support of any candidate would be subject to investigation. Committee would be vested with the power of subpena and be authorized to hold hearings.

Purpose of the resolution, referred to the House Rules Committee, is to seek remedial legislation which would tighten up federal or state statutes governing qualifications of members elected to the House.

Text of the section on advertising calls for a probe of:

The amounts subscribed, contributed, or expended, and the value of services rendered, and facilities made available (including personal services, use of advertising space, radio and television time, office space, moving picture films, and automotive and other transportation facilities) by any individual . . . group, committee . . . corporation, or labor union, to or on behalf of each such candidate in connection with any such campaign or for the purpose of influencing the votes cast . . . at any convention or election held in 1950 to which a candidate for the House . . . is to be nominated or elected.

Pulse Expands

PULSE INC. coverage will enter three new markets during July and June and concurrently will increase its New York coverage, according to Dr. Sydney Roslow, president. The new markets to be covered are: Richmond, Va.; St. Louis and Columbus, Ohio. Increased coverage in the New York area will cover 12 rather than 10 counties heretofore reported on.

PRIMARIES

Gurney Loses Senate Seat

SEN. CHAN GURNEY (R-S. D.), who along with his family helped establish WNAX Yankton, S. D., in 1926, last week was unseated in the state's Republican primaries.

Third-ranking Republican member of the Senate, Sen. Gurney conceded defeat to Rep. Francis Case, himself a veteran of 14 years in Congress and former newspaper editor and publisher. Sen. Gurney formerly was manager of WNAX before he withdrew from the radio field in 1933. Elected to Congress in November 1938, he was trying for his third six-year term.

Phillips Successful

In other results of primaries, Rep. John Phillips (R-Calif.), former owner of KPAS Banning, Calif., secured both the Republican and Democratic nominations last week under the state's system of cross-filing. He is assured of returning next January.

Rep. H. R. Gross (R-Iowa), whose radio background included service with WLW Cincinnati, WHO Des Moines, KXEL Waterloo and WISH Indianapolis, was unopposed for Republican renomination last week. Rep. Harris Ellsworth (R-Ore.), who holds 125 out of 500 shares of stock in KRNR Roseburg, Ore., was unopposed last month.

AUDIENCE CHANGES

Hooper Compares Ratings

AS "a practical demonstration of the dollars and cents differences involved in current changes in broadcast audience behavior" in cities with TV stations and those without them, C. E. Hooper Inc. last week released comparisons of the 1948 and 1950 audiences of two top-ranking programs in five cities of each type.

Network Hooperating of *Lux Radio Theatre* was 29.5 in February 1948 and 23.6 in 1950; the Hooperating of the Jack Benny program changed from 26.3 to 25.2 in the same time, Hooper said. But, the report pointed out, this 36-city average fails to reveal the wide market-to-market variations between TV and non-TV cities.

"It fails to tell the advertiser that unprecedented changes have taken place in his program's advertising coverage market-by-market. It fails to inform the advertiser where he is getting his advertising message into more homes, where into less, in 1950 compared with 1948. It treats the United States as one big national market instead of what most sales managers see today—a group of individual markets," the Hooper statement explains, adding a city-by-city comparison which is summarized in the following table:

Lux Radio Theatre					
TV Cities	Baltimore	Cincinnati	Detroit	Atlanta	Columbus
Oct. 47-Feb. 48	28.0	23.5	34.0	18.0	26.0
Oct. 49-Feb. 50	16.8	20.5	20.3	14.8	18.2
Non-TV Cities	Portland, Ore.	Denver	Knoxville	Springfield, Mass.	Shreveport
Oct. 47-Feb. 48	18.4	21.9	20.3	28.0	23.9
Oct. 49-Feb. 50	25.5	24.9	20.4	27.3	25.3

Jack Benny					
TV Cities	Baltimore	Cincinnati	Detroit	Atlanta	Columbus
Oct. 47-Feb. 48	23.7	31.3	21.2	21.7	22.5
Oct. 49-Feb. 50	16.0	18.8	15.9	16.1	21.8
Non-TV Cities	Portland, Ore.	Denver	Knoxville	Springfield, Mass.	Shreveport
Oct. 47-Feb. 48	31.0	17.2	13.4	21.5	17.0
Oct. 49-Feb. 50	42.5	18.1	24.5	33.4	19.3

DISASTER RADIO

FCC Proposal Aired

A RECOMMENDATION that the proposed "disaster communications service" make provision for rebroadcast of police, fire and other emergency communications was advanced last week by Seymour N. Siegel, director of radio communications for New York City, operator of WNYC New York.

Mr. Siegel pointed out that WNYC and other stations in that area for a long time have cooperated with the New York police and fire departments during emergencies—fires, subway and airplane accidents, etc.—by carrying on-the-scene broadcasts which keep the public informed and at the same time help minimize public fears.

The recommendation was advanced during a general public conference last Monday and Tuesday at FCC on plans to establish a disaster communications service composed of "amateurs and other nongovernment and government groups operating fixed, land and mobile stations, and consisting of a single integrated service for the handling of emergency communications in times of disaster." The 1750-1800 kc band has been designated for this service.

Emergencies Cited

FCC cited the facilities would be used in event of "floods, earthquakes, hurricanes, explosions and consequences of armed attack," etc. Proposal for the service stems from the Commission's overall reallocation proceeding of 1945. Last week's meeting, opened by FCC Comr. E. M. Webster, seeks to implement this proposal.

The two day meeting was conducted by George K. Rollins, chief of the Radio Operator and Amateur Division of FCC's Office of Chief Engineer. His assistants were George MacClain, chief of Marine, Operator and Amateur Branch, Safety and Special Services Division of FCC's Office of General Counsel, and Robert W. Percy, engineer in Mr. Rollin's division.

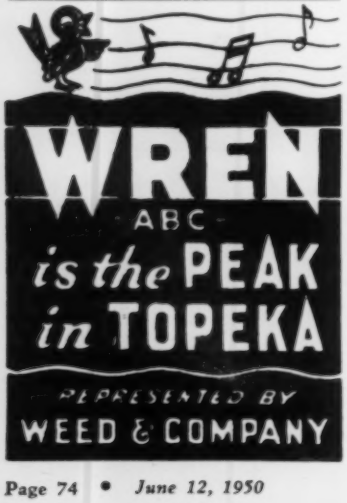
In addition to Mr. Siegel, broadcasters were represented at the meeting by Neal McNaughten, director of NAB's Engineering Dept. Spokesmen for all branches of the armed forces, the Coast Guard, Civil Aeronautics Administration, American Radio Relay League, American Red Cross and numerous other Federal, state, municipal and non-governmental agencies participated.

The National Security Resources Board told the meeting it did not approve or disapprove of the proposals under consideration but hoped that no final action would be taken until NSRB might formulate its policy which might affect the ultimate decision. It was indicated this policy is to be reported by September.

Since many organizations already have network facilities which handle emergency communications of various types, several spokesmen urged the proposed disaster service be used primarily for liaison between these established networks. Careful control of licensing also was suggested.

Since FCC proposes that anyone holding a license for any radio service automatically would be eligible to operate equipment in the new service, fear was expressed that a "tower of Babel" might result from everyone "trying to get in the act" during a crisis. Details of FCC's proposal were given by the Commission in a notice issued March 23.

BILL PEAVEY (center), new account executive at John Blair & Co., San Francisco, looks pleased with the Don Lee network Hollywood setup as he chats during recent visit with George Whitney (l), Don Lee sales manager, and Henry Gerstenkorn, network national advertising manager. Blair is Don Lee radio and TV national sales representative.



OVERLAP ISSUE

Set for FCC Hearing on KWHK

QUESTION whether KWHK Hutchinson, Kan., under proposed power increase would overlap with other stations under common control was posed by FCC last week among issues reported in the hearing the Commission has designated on KWHK's bids to change facilities and transfer control. KWHK seeks to change from 1 kw daytime on 1190 kc to 1 kw fulltime on 1260 kc, directional.

Transfer of control is requested from James R. and Dorothy Murray and Vern Minor to Hutchinson Pub. Co., a John P. and Sidney F. Harris interest. The Harris family also is interested in KSAL Salina and KFBI Wichita, Kan. FCC indicated it wished to determine the extent of common ownership among the three stations as well as any overlap that may exist. Possible interference by KWHK to KAKE Wichita also is involved and KAKE has been made a party to the proceeding which is to begin July 18 in Hutchinson.

NEWS FOR TRANSIT RADIO

KXOK's Barrington Gives Tips on Planning

By BRUCE BARRINGTON
NEWS DIRECTOR
KXOK-AM-FM ST. LOUIS

THE ENTRY of Transit Radio into the field of communications has presented a challenge to news directors not encountered in standard radio broadcasting.

At KXOK we, in effect, operate two newsrooms. One group of writers prepares the FM copy and another the AM copy. The writers draw on the same news sources, both wire and local, and interchange duty on both groups for added experience.

Because the average streetcar and bus ride in St. Louis is about 30 minutes, news is presented on the hour and the half-hour with the exception of the rush periods in the morning, when a 20 minute schedule is followed from 7 a.m. to 9 a.m.

Each newscast runs about two minutes and includes a weather and temperature report. News item length is held to a minimum, including only the detail required for clarity, usually five or six lines. An average of five items appear on each FM newscast.

Since it is known that there is a considerable FM audience in homes, it is apparent that frequent repetition of stories would become monotonous to this segment of the listeners. Therefore, an arbitrary practice has been established that no story be repeated within a four hour period unless fresh developments warrant it.

Experience has indicated that bus and streetcar passengers are especially receptive to "chuckles" and human interest stories. Quite a bit of this material is included in the FM news broadcasts.

KXOK-FM devotes four periods in the broadcast day, which is from 7 a.m. to 9 p.m., to "featurettes." In these capsule features, a current news story is expanded with background material. For example, one of the coal strike features included the details of how a Yankee trader, known for his luck, made a handsome profit by literally carrying coal to Newcastle, England.

Bus riders are told of reasons for delay in service or rerouting of the affected bus lines.

Stories involving bus or streetcar accidents would be in poor taste and are eliminated unless their importance demands inclusion. In this same connection, the KXOK newsroom has a policy of not referring to racial antecedents, and this becomes especially necessary in broadcasting to public vehicles where members of all races and creeds are intermingled.

There is another important function which the news service on Transit Radio is prepared to fill. At any moment, there are thousands of people on the move who might, in cases of disaster need to be reached hurriedly. This new medium is tailor-made for that purpose.

AWB MEET

'Feminine Touch' Theme

THE COMMERCIAL side of broadcasting dominated a workshop-convention held June 1-3 by NAB's Assn. of Women Broadcasters at the Hotel Cleveland, Cleveland, with some 200 delegates in attendance.

With the theme "Radio's Feminine Touch," the convention covered the entire range of women broadcasters' work, including children's programs, feminine broadcasts, public relations and selling.

The opening luncheon featured a talk by Esther Van Wagoner Tufty, Washington correspondent, who emphasized the need for more news on women's programs. She explained how news could be presented to capture the interest of feminine listeners. Television entered the agenda with a demonstration of TV lighting at the General Electric laboratories in Cleveland.

Forum on foods was held with the cooperation of the Grocery Manufacturers of America. It featured new developments in the food field and took delegates behind the scenes in production, packaging and marketing of foods.

A sales session which went into many phases of commercial programs aimed at the feminine listener was directed by Meg Zahrt, assistant director of Broadcast Advertising Bureau.

Ralph G. Hardy, NAB director of government relations, addressed the annual luncheon of AWB. Dorothy Lewis, coordinator of U. S. station relations for the United Nations, complimented women broadcasters for their cooperation in bringing UN news to the public.

Plans for the 1951 AWB convention were discussed at a Sunday meeting of AWB district chairmen and the executive committee. BAB and Director Maurice B. Mitchell were commended for the BAB salute to women broadcasters which takes the form of a sales manual titled "Radio's Feminine Touch." The manual was distributed to over 1,000 agencies and advertisers.

STATION COUNT

Texas, California Are Top of List

TEXAS and California range far ahead of other states in total number of broadcast station authorizations, with 222 and 219 respectively as of June 7, according to a tabulation released by FCC Friday.

They also lead the AM list with 183 and 143 respectively. In addition, Texas has 33 FM (29 commercial and 4 educational) and 6 TV stations, while California has 65 FM (58 commercial and 7 educational) and 11 TV.

The AM-FM-TV total for the U.S. and possessions was placed at 3,266—2,295 AM, 740 commercial FM, 82 educational FM, and 109 TV.

Pennsylvania's AM total (111) is third highest and its 67 FM outlets lead the states in that category, followed by 65 in California, 32 in New York, and 51 each in Illinois and Ohio.

In television, New York leads with 13 stations, Ohio is next with 12, and California is third with 11.

Total authorizations range from nine each in Delaware and Vermont up to Texas' 222. Vermont's nine are all AM; Delaware's consist of 5 AM, 3 commercial FM, and one TV.

Although without FM and TV outlets, Alaska has 10 AM stations, Hawaii 12, Puerto Rico 25, and the Virgin Islands 3.

Some 36 cities had 19 or more broadcast stations, as follows:

	AM	FM Comm.	FM Ed.	TV	Total
New York	14	14	1	6	35
Chicago	16	13	1	4	34
Los Angeles	13	7	1	7*	28
Philadelphia	10	8	1	3	22
San Francisco	8	8	1	3	20
Washington	7	8	0	4	19
Boston	8	6	2	2	18
Minn-St. Paul	10	4	2	2	18
New Orleans	10	6	1	1	18
Baltimore	6	8	0	3	17
Pittsburgh	7	8	1	1	17
Atlanta	7	5	1	3	16
Cleveland	7	5	1	3	16
Detroit	5	6	1	3	15
Portland, Ore.	10	5	0	0	15
Dallas	6	5	1	2	14
Louisville	7	3	2	2	14
Seattle	9	4	0	1	14
Columbus	4	5	1	3	13
Houston	8	3	1	1	13
Madison, Wis.	4	4	5	0	13
Providence	7	4	1	1	13
San Antonio	8	3	0	2	13
Cincinnati	5	4	0	3	12
Jacksonville	7	3	0	2	12
Miami	6	4	1	1	12
Birmingham	7	2	0	2	11
Buffalo	6	4	0	1	11
Oklahoma City	7	3	0	1	11
Richmond	6	4	0	1	11
Denver	7	3	0	0	10
Des Moines	6	4	0	0	10
Milwaukee	7	2	0	1	10
St. Louis	7	1	1	1	10
Syracuse	5	2	1	2	10
Tulsa	6	2	1	1	10

*Includes 1 experimental authorization operating on commercial basis.

MUSIC TASTES

Shown in Oklahoma Survey

EARLY morning listeners in central Oklahoma prefer popular and "old time" music, according to results of a survey completed by U. of Oklahoma students at the request of KOMA Oklahoma City. Study was based on a 1,000 sample and conducted by mail under the direction of Dr. Sherman P. Lawton, the university's radio coordinator.

Asked to indicate type of music they preferred from 6:30-7 a.m. and frequency of listening, 54.2% of the families reported they "usually" listen while 7.7% indicated they "never" tune in early morning music. Study showed general agreement between urban dwellers and farmers, with primary differences noted on light classical and religious music, preferred by the former, and military band fare, which rated third with rural listeners.

INTERFERENCE

Radiation Data Reported

FURTHER indication FCC may be required to overhaul its thinking and policy on incidental radiation came last Tuesday with the meeting of the joint Industry-FCC Committee on Carrier Current Measurements. This is one of several working groups in FCC's broad study of interference caused by various types of radiation [TELECASTING, June 5].

Seven reports of field intensity measurements of line radiating devices and systems, the first studies of their kind, were presented at the meeting, conducted by Jules Deitz, engineer in FCC's Technical Research Division. Observers noted that readings of radiated signals were found to be high enough in some instances to potentially cause interference to aeronautical and military services at distances up to 20 miles. Heretofore it was assumed such radiation was confined to a few hundred feet and has been so limited by Part 15 of FCC's rules.

No conclusions or interpretations were made by the committee at the meeting since its charge only was to secure field data which previously had not been obtained. FCC made detailed aerial measurements for the first time in one case through the use of a C-47 plane loaned by the Air Force, it was reported. The Commission gathered field intensity data on the carrier current installation on the Tennessee Valley Authority's 154 kv power distribution lines near Chattanooga. Similarly, Bell Telephone Labs made an aerial and ground study of a carrier current telephone system near Celina, Tex., which constituted a second report.

Other reports included a ground study by TVA relating to FCC's air measurements mentioned above: Edison Electric Institute power line carrier field intensity observations in Pennsylvania and Maryland; a consideration of the effect of interfering signals from carrier current systems on aircraft communications such as the automatic direction finder, presented by Special Committee 53 of the Radio Technical Commission for Aeronautics; Civil Aeronautics Administration report on carrier current radiations from lines of the West Penn Power Co., Pittsburgh, and a study by the Assn. of American Railroads on carrier current inductive train communications of the Pennsylvania Railroad in Ohio.

LOCAL Seattle disc jockeys get a first-hand look at what's behind the voice they hear on Capitol Records. When Kay Starr, featured singer on Capitol issues, paid a visit to that city she was given a reception at the Washington State Press Club. Well wishers are (l to r): Harry Jordan, KING; Bill Griffiths, KOL; Miss Starr; Wally Nelskog, KRSC; Dave Page, KIRO, and Scott Easton, KOMO.

RADIO JOURNALISM

Council Warns Teachers of 'Charlatanry'

TEACHERS of radio journalism courses have been warned by the Council on Radio Journalism against "education charlatanry" in certain college and university courses—particularly those which have "mushroomed" since the war.

According to Prof. Floyd Baskette, U. of Colorado college of journalism and CRJ chairman, the council has noted the watering-down of sound education-for-radio procedures for the last two years.

"Because of the obvious desire of many colleges to get on the radio bandwagon, even though they're totally unqualified to teach in the field, the problem has become a serious one," he said. "A recent job survey by CRJ in eight states underscores the problem. The number of placements in the next few months is likely to be smaller than at any time since the war.

Need 'Quality'

"With this added problem," Prof. Baskette continued, "CRJ thinks it wise to try to dissuade from any attempts at education for radio such institutions as can't do a thoroughly conscientious, professional job. . . .the need [today] is for high quality, not quantity."

The council is a body of broadcasters and radio news teachers, with five members elected by the NAB and five by the Assn. of Accredited Schools and Depts. of Journalism. Common shortcomings found by CRJ in "accreditation examinations" of radio-journalism teaching in the last three years are inadequate radio experience, lack of studio, recording and other laboratory and technical facilities.

CITE ADM. HOOPER

Made AFCA Honorary Member

REAR Admiral Stanford C. Hooper, USN, Ret., who pioneered Naval radio, was made an honorary member of the Armed Forces Communications Assn. at a luncheon held Thursday at the Carlton Hotel, Washington, D. C. Adm. Hooper was director of naval communications until his retirement in 1940.

Founder of *Radio & Sound Bulletin*, now the Navy's official communications publication, Adm. Hooper was prominent in setting up the first radio division in the Navy. He received the Navy Cross in World War I. Top communications officers of the services attended the luncheon at which Col. Percy G. Black, USA, Ret., Washington representative of Automatic Electric Co., Chicago, was host. Among them were Rear Adm. John Redman, director of Navy Communications; Maj. Gen Kirke Lawton, deputy chief of the Army Signal Corps; Maj. Gen Francis Ankenbrandt, director of Air Force Communications, and Capt. D. E. McKay, director of U. S. Coast Guard Communications. Col. George Dixon, executive secretary, AFCA, made the presentation. Also attending was Francis H. Engel, RCA Victor, Washington chapter president.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager needed for 1000 watt Mutual affiliate in Texas. The opportunity is here if you can make it. Give complete sales experience plus personal data and picture. Box 423F, BROADCASTING.

Urgent need for commercial manager to take over the commercial dept. of KSIJ 1430-1000 w daytime, Gladewater, Texas. High pressure men with dollar signs for eye balls need not apply. Personal interview preferred.

Salesmen

Salesman — Aggressive, experienced salesman ABC Texas station. Draw against commission. Box 268F, BROADCASTING.

Salesman—By 5000 watt NBC affiliate in rich midwest market doing $500 million in retail sales annually. Man selected will have mature judgment; previous experience in radio sales a "must.". He will find opportunity here if he has enthusiasm not only for selling but also for servicing and developing local accounts. He will be the type who wears well; who knows that permanent business is built by repeated contacts plus progressive planning. Tell all first letter—background, salary needs, references. Box 415F, BROADCASTING.

Salesman, experience not essential, if you are aggressive, know radio and would like to make $400 to $500 monthly. Pleasant working conditions at independent station located in nation's fourth richest dairy county. Contact Harley West for appointment, WABJ, Adrian, Michigan.

Salesman-writer wanted. Emphasis on selling. Market competitive, but good. Salary and commission. WFEB, Sylacauga, Alabama.

Salesman wanted: Send all details to WBHF, Cartersville, Georgia.

Announcers

Personality man, versatile, original night shows. Football announcing helpful. Permanent ABC affiliate. Box 269F, BROADCASTING.

Opening for summer replacement staff announcer about June 15. 1000 watt independent near Chicago. Personal interview required. Box 354F, BROADCASTING.

Major league baseball play-by-play sportscaster—$200 per week guaranteed for remainder of baseball season. Send audition disc giving sample of work, vital statistics, experience, etc. Box 388F, BROADCASTING.

Wanted—Good announcers with 1st class ticket for Texas 1000 watt daytime independent. Box 397F, BROADCASTING.

Two announcer-engineers; heavy on announcing. Also two announcers. Dr. F. P. Cerniglia, KLIC, Phone 3733, Monroe, Louisiana.

Experienced announcer. Send disc, photo. Tell all first letter. Larry Filkins, KSCB, Liberal, Kansas.

Announcer-engineer. Must have good voice. Prefer man with experience in southern states. WBHF, Cartersville, Ga.

Announcer with 1st class license. Experienced only. Accent on quality announcing. Send experience, references, disc. WHBY, Appleton, Wisconsin.

Need two combination men, accent on announcing also one straight announcer Time important. Inquire at once Bill Kelly, WPAX Thomasville, Ga.

Help Wanted (Cont'd)

Announcer with program ideas; must be versatile for staff work and ambitious for advancement. Photo, disc and salary to WPWA, Chester, Pa.

Technical

Experienced chief engineer to develop new midwest station. Opportunity for investing. Uncrowded market. Box 400F, BROADCASTING.

Chicago suburban station wants to engage two engineers, must know construction. Also two versatile announcers. Applicants must have no dependents, low salary to start. Good future. Box 441F, BROADCASTING.

Production-Programming, others

Wanted—Traffic supervisor in one of nation's top 250 watt stations, located in Ohio. In replying, give full experience with photo to Box 407F, BROADCASTING.

Continuity writer. Capable, responsible. Sample continuity, experience, salary, photo, first letter. KENT, Shreveport, Louisiana.

Situations Wanted

Managerial

Former network actor-producer with local agency and station sales experience. Recently sold one of nation's top radio schools. Now available as manager. Ideas + production + promotion + sales impetus = increased national and local sales. Anxious for challenge. Can staff station. South or midwest preferred. Married, 33, veteran. Salary plus percentage or bonus. Personal interview arranged after first letter containing details. Box 109F, BROADCASTING.

Both commercial and college radio administrative experience. Also dramatic. Record of ability. M.A. Degree. Desire commercial or college radio directorship in progressive and financially sound institution. Traveling west in June. Box 401, BROADCASTING.

Wanted to manage station operating in red. Can produce quick, long-lasting results. Plenty of experience in difficult markets. College education. Excellent references. Box 404F, BROADCASTING.

Manager-commercial manager. Successful, economical and efficient manager with excellent sales record now available. Also write and do programming. Interested only in permanent location. Married. 43 years old. Box 411F, BROADCASTING.

Capable executive searching for position as station manager. Presently employed as program director in leading southern station. 13 years background and experience in all phases of broadcasting. Sober, reliable family man. Box 412F, BROADCASTING.

Station manager. Long experienced as commercial manager. Can also supply topnotch commercial manager and quality program director-announcer. National promotion recognition. Civic recognition. Able organizer. High recommendations from local businessmen. Prefer west or midwest. Box 442F, BROADCASTING.

General manager, commercial manager or both. Can not perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 444F, BROADCASTING.

Desire job as manager and chief engineer. Nine years experience engineering and programming. Prefer Michigan. Box 447F, BROADCASTING.

Manager, program director, public relations 20 years radio experience. 18 successful years with middlewest 50 kw station. Exceptional references as to ability and character. Box 450F, BROADCASTING.

Situations Wanted (Cont'd)

Want results? I'm loaded. General manager desires change. Contact me. Box 452F, BROADCASTING.

Available July 1—Hard working sales or station manager, 2½ years experience in 250 watt station. Prefer southern station. Married, two children, car. Interested in permanent position. Will send further information and details on request. Write C. E. Lifsey, 502 E. 5th Street, West Point, Georgia or call 3-52-03.

All-round station man, strong on sales and ideas. Now managing, but handicapped. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

Salesmen

Salesman experienced, employed by 5 kw network station. Earning over $5000.00 per year salary desires position with successful station. Outstanding sales record, excellent personality. Ten years successful selling. Desire commission basis, only reason for contemplating change. Prefer west coast. Box 366F, BROADCASTING.

Ten years in radio sales. $100.00 week minimum. Now employed. Box 414F, BROADCASTING.

Salesman-announcer. Presently employed. Wants more progressive station. Excellent references. Box 416F, BROADCASTING.

Combo—1 year present job, but needs more of that green stuff. Interested in sales. Experienced construction 1 kw directional, FI measurements, remotes. Present employer as reference. Box 438F, BROADCASTING.

Attention organizations interested in experienced salesman to contact radio stations in Virginia, North and South Carolina. Alert, aggressive, college education, thoroughly familiar with territory. Write Box 448F, BROADCASTING.

Announcers

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Experienced news announcer, editor, reporter and writer. Newspaper experience also. Box 385F, BROADCASTING.

Two years announcing experience. Personality disc shows, remotes and news. Want feature show. Box 395F, BROADCASTING.

Announcer-writer. Three years experience. College graduate, well-modulated voice. Staff, special events and sports experience. Interested in station in southwest. Have audition discs. Box 413F, BROADCASTING.

Southwestern stations attention. Experienced announcer, sports, news and music man, would like to settle in your section. Box 417F, BROADCASTING.

Disc jockey, show sponsored since '48 on station, desires position with dependable station. Do play-by-play sports, news, straight announcing. Presently employed. Desire more money. Will consider all offers. Box 419F, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Two years college. Produced, sang, emceed amateur shows in Chicago nite clubs. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 420F, BROADCASTING.

Announcer, single, 25. Trained by NBC in N.Y. Conscientious. College background. Excellent news and commercial interpretation. Prefer east or south. Box 422F, BROADCASTING.

Announcer-engineer, 15 months experience independent and network affiliate. $50 week start, available July. Box 427F, BROADCASTING.

Experienced announcer — Can really build sales on disc jockey or audience participation shows. Also news, sports, write copy, handle board. Disc, information on request. Box 430F, BROADCASTING.

Announcer, experienced, college graduate. Will travel. Box 432F, BROADCASTING.

Announcer, young, single, four years experience. All-round staffer. Intelligent news, strong on DJ, write copy, work board. Will travel, disc available. Phone LE 2-3554 in New York City or write Box 435F, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster and staff, three years experience, 25, married, college, will travel. Box 440F, BROADCASTING.

Desire position as staff announcer. Age 25—high school graduate, 1 year good school of broadcasting, 1 year experience doing all type programs (1000 and 250 watt stations). All-round announcer. East preferred. Box 446F, BROADCASTING.

Sportscaster-announcer. Experienced all play-by-play sports. University graduate. Available now. Box 445F, BROADCASTING.

Announcer, college graduate, speech major. One year general announcing, writing and production at metropolitan N. Y. station. Can run board. Will travel. Write Hal Brenett, 902 Lincoln Pl., Brooklyn 13, N. Y. or call PR 2-8497.

Versatile announcer — First phone license, available at $90 weekly. Ten years experience. L. O. Brunes, 714 W. 5th Ave., Tillamook, Oregon.

Sports director-sportscaster, top announcer-disc jockey. Currently employed south. Desire more advantageous spot large network station to prove ability. Experience, single. Details, oustanding references. Gene Coil, 2700 Connecticut Avenue, N. W., Washington, D. C. Phone CO. 8106, #209.

Sportscaster. Housing conditions force change. Four years play-by-play. Also staff, news. Wire collect Dan Foster, Room 619, 300 West Adams Street, Chicago.

Sportscaster—4 years experience. 22, graduate Syracuse U. School of Journalism-Radio-TV center. Hard worker, topnotch job football, baseball, basketball. Will travel. Disc, photo. Joe Mareeniss, 37 Oakland Rd., Maplewood, N. J.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Anouncer, single, 3 years college radio, travel anywhere for summer work. Contact Len Walter, 206 Hampton Ave., Brooklyn 35, N. Y. Dewey 2-8606.

Technical

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, experienced, versatile, wants more education. Nights or part time in university town. Salary secondary. Box 297F, BROADCASTING.

First phone license. Experienced transmitter operator. Have car. Looking for position with northeastern station. Box 384F, BROADCASTING.

Chief engineer 250 watter desires same position with 5 kw AM or better, FM or TV. 10 years design, construction, maintenance in broadcasting. Executive and technical ability tops. Best references. Box 398F, BROADCASTING.

Engineer—Employed. Must have job near Philadelphia. Married. Have car. Box 399F, BROADCASTING.

Chief engineer. Presently employed, invites correspondence with progressive broadcaster. Able to handle toughest engineering assignment including multi-element directionals and TV. Excellent references. Box 410F, BROADCASTING.

Engineer, experienced. Transmitter, studio, remotes. Single, will travel. Have car. Box 424F, BROADCASTING.

First phone license, married, veteran will travel. No experience, ambitious. Box 434F, BROADCASTING.

Engineer, first phone, radio-tele school graduate. No experience. Vet, 31, married, car, desires chance for start in broadcast work. Box 436F, BROADCASTING.

Engineer, RCA graduate, first phone, FM and TV background. Ambitious. Box 437F, BROADCASTING.

Chief engineer presently employed. 10 years experience. Desire permanent position with well paying station. Can handle your construction. Box 451F, BROADCASTING.

100,000 pieces of mail in six months on race show. Presently employed as assistant manager, chief engineer, program director, chief announcer, sports director, news editor, janitor, etc. Trade titles for money. 10 years in the business. Call Bob, 8303, Mullins, S. C.

Situations Wanted (Cont'd)

Engineer — first-transmitter-control-remotes-tape recorders. Married, available immediately. Earl Davis. R.R.#2, Tell City, Indiana.

Young man desires job in out of town station. Has first class ticket, also TV background. Louis J. Dennis, 6127 Fieldston Road, Bronx, N. Y.

Engineer, 18 years experience, various transmitters including Doherty. Construction and supervisory experience. Skilled in operation of measuring equipment and directional systems. Need work immediately. Engineer, General Delivery, Bolton, Georgia.

Engineer, some announcing, 18 years in radio. Licensed since 1931. First phone, second telegraph. Experienced AM, FM studio—remote and construction. Age 38, married, car, employed. Desires position in west or southwest. Vacationing in Rockies in July and can manage interview. Robert Ligon, 29 S. Bedford Avenue, Evansville, Indiana. Phone 2-5167.

Engineer, first. Inexperienced. Veteran wants permanent position anywhere in U. S. John Phoenix, 1119 23rd St., Des Moines, Iowa.

Production-Programming, others

Radio, TV director—Three years experience ad agency. Box 396F, BROADCASTING.

Program director, thoroughly experienced, 10 year man. Available month's notice. Box 406F, BROADCASTING.

Women's and children's programming. Experienced in radio and TV. Wrote and acted in own children's show on commercial TV. Experienced in women's and children's programming in radio. Also in commercial copy and public service and dramatic writing. Theatrical training. B.S. Degree from leading eastern college. Ideas galore and shows ready for airing. Prefer TV. Will work anywhere. Box 409F, BROADCASTING.

PD-newscaster, A.P. experience, college, family, employed midwest, metropolitan, regional indie, wants fair deal. Yours? Travel. Box 421F, BROADCASTING.

It's a girl. Single, 29, will travel. Willing to work. One year with radio, dramatic training. Capable continuity writer and program director. Box 425F, BROADCASTING.

Experienced man — Five years with commercial radio; looking for PD job with station any size. College graduate with highest references in the business. Have handled announcing, programming, continuity, promotion, sales, production, traffic, etc. Yes, can operate any standard board. Box 428F, BROADCASTING.

Attractive woman of mature viewpoint, years writing exp., done own live shows, promotional ability, desires connection in Virginia. Box 439F, BROADCASTING.

Program director—Over two years experience CBS affiliate with excellent references from management. Write good sales copy. Handle promotion. Box 443F, BROADCASTING.

Television

Announcers

Desire opportunity in TV station. SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single, 26, car. Box 383F, BROADCASTING • *TELECASTING.*

Technical

Television cameraman or film director; two years photography experience, graduate of Television Workshop. Four years photography school. Health excellent, single and willing to relocate. Box 431F, BROADCASTING • *TELECASTING.*

TV Tech—Trained on actual TV equipment for studio remote and film operation at WPIX and at Television Workshop. Have first phone class A amateur and AM broadcast experience. Box 449F, BROADCASTING • *TELECASTING.*

Production-Programming, others

Writer-producer-director two years incomparable experience with nation's only tele-education station. Outstanding knowledge and ability to perform all phases of programming and production. Film experience. Thinks visually. AB Degree in radio, 30, married. Box 426F, BROADCASTING • *TELECASTING.*

Motion picture experience—15 years—complete knowledge all phases distribution, buying, booking, selling. Enjoyed long association with Paramount and RKO. Presently executive assistant to top-level sales executive in major film company. Interested in films-for-television function. Box 433F, BROADCASTING • *TELECASTING.*

For Sale

Stations

California daytimer. Owner's take $13,500. $30,000 down. Box 402F, BROADCASTING.

Carolina exclusive fulltime independent. $20,000 down. Box 403F, BROADCASTING.

Minority interest and unrestricted management of long established network station available to man who can qualify. This is midwest, single station market. Station making nice profit now. Other interests only reason for this opportunity. Identify yourself in full first letter giving all details. Personal interview necessary. Write Box 352F, BROADCASTING.

California 1000 watt fulltime regional in excellent market now reorganizing. Unusual opportunity available to parties interested acquiring controlling interest in well constructed station, with abundance of good will in community. Address Owner, Post Office Box 485, Inglewood, California.

250 watt fulltime network station (AM and FM) in southeastern city over 100,000 population. Excellent operation showing consistently good profits. Owners willing sell only because of other business interests. Unusual opportunity acquire outstanding property at little more than actual assets. Box 408F, BROADCASTING.

250 watt independent. One-station city of 9,000. Rough, but profitable; young and growing. Established 1948. Middle Atlantic area. Clear at $40,000 cash. No broker. No television in sight. Save time. Tell all first letter. Box 429F, BROADCASTING.

Equipment, etc.

Two Scott dynamic noise suppressors, type 910-C. Condition like new. Gray finish. Original cost $590.00 each. Box 351F, BROADCASTING.

Audio equipment—Surplus to our needs; some unpacked, but none ever used. Following RCA gear: two 44BX mikes, $95 each; three 90A floor stands, $30 each; one 77D polydirectional mike, $110. Three MI-11099 cable hooks, $6 ea; two 56E duplex line equalizers; $40 each; four MI-4925A HF compensators, $35 each; following WE equipment: One 22D portable nemo amplifier, (AC & battery power supply), $450; one 639 cardioid mike, $110; one 633A salt-shaker mike, $47; one 129A quadruple preamplifier, $300; on 20-B-3 power supply (for 129A), $130. Three 24A desk stands, $5 each. Misc. WE mike fittings included. Or make bid. FOB, KDFC, Sausalito, Calif.

FM transmitter, 1 kw GE BT-2-B, spare tubes crystal. Like new. Cost $8,575. Best offer over $2500 at site. WE 5-A frequency monitor, $390. Also 140 ft. 1⅝" Andrew transmission line, accessories, 6 bay GE circular antenna, slightly damaged. Make offer. WENY, Elmira, N. Y.

For sale or trade: Panacoustic 2 studio consolette—$350.00. DuMont 274 oscilloscope—$75.00. Truscon 168 foot self-supporting tower—$500.00. RCA ET 4250 transmitter 250 watts—$750.00. Brush 401 tape recorder—$75.00. GR 732 distortion meter and GR 733 oscillator—$65.00. GR 731 A modulation monitor—$100.00. GE BC 1A console complete—$1000.00. Contact Chief Engineer, WFTL, Fort Lauderdale, Florida.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Magnecorder PT6-JA complete. RCA 515-S1 speaker and cabinet; all used less than 10 hours. D. L. Ackworth, WRSW, Warsaw, Indiana.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Experienced, successful manager interested in buying or leasing small station in south. No brokers. Full details to Box 348F, BROADCASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

Limiting ampl., frequency and modulation monitors, cabinet rack, RCA Universal pickups, mikes and booms, monitor ampl., 300 feet new 7/8 inch 50 ohm coax cable, 1 piece—pre-amplifiers, remote ampl., speakers, patch-panels-plugs. United Broadcasting Co., 301 E. Erie St., Chicago.

Situations Wanted

Managerial

NEED A MANAGER WHO

Has worked way to top from ranks? Doubled volume in six months? Cut operating costs by 30 per cent? Is experienced building new stations? Has lifted old stations out of debt? Has never known an operating loss? Has overall knowhow for efficiency? Doubled net book value of station in less than 2½ years and liquidated cost of $50,000. New building from profits? Is young, aggressive, honest and loyal? Is civic-minded and church active? Is now happily located in southwest but seeks a west coast opening? If so, for full details, write

BOX 405F, BROADCASTING

Situations Wanted (Cont'd)

ABILITY AVAILABLE

We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th and Chestnut Streets

Philadelphia 7, Pa.

RADIO-VISION

School Charged by FTC

FEDERAL TRADE Commission has ordered Universal Radio-Vision Training Corp., Hollywood, to "cease and desist" from misrepresentation in the sale of correspondence courses in radio and television.

Under terms of the FTC order the firm and its officers are required to stop claims that their course is sufficient to prepare and train men and women as technicians in the electronics industry.

FOR SALE!

COMPLETE FREQUENCY MODULATION STATION

10 KW Federal transmitter—95.1 frequency

8 Bay Federal square loop antenna

452 foot self-supporting Ideco tower (International Derrick Equipment Co.)

3-⅛ coaxial transmission line

Complete control room equipment, including GE oscilloscope, Fairchild transcription table. Lateral, vertical pickups.

GE modulation monitor and frequency deviation meter.

Complete set of spare parts and tubes for transmitter and control room equipment.

All of the equipment is in first class condition. Used only 2½ years.

If you are looking for a station of this kind, this is it. Nothing else to buy. Everything is here.

Offers for all or part of the above equipment will be considered. For further information communicate with

FREDERICK A. BERTRAM

Director of Business and Finance

SAINT LOUIS UNIVERSITY

St. Louis Missouri

XUM

NBC, Chesterfield

(Continued from page 15)

overtures. NBC offer is said to include choice video time for a *Lux TV Theatre* backed by widespread promotion and publicity.

Lever Bros. Co.'s failure to pick up Mr. Hope's option was not unexpected. For some time the comedian has been urging the company to release him from his contract, and only a few weeks ago he publicly announced his desire for release.

The decrease in Lever sponsorship of nighttime radio and increase in its buying of morning time was regarded as part of a trend now developing in network radio.

Only a fortnight ago Coca Cola dropped the thrice-weekly evening Morton Downey program on NBC and substituted for it a Saturday morning show on CBS.

The expanded Godfrey program, with its first 15-minutes under Lever sponsorship, will be broadcast 10-11:30 a.m. Monday-Friday. Other sponsors on the show are Pillsbury Mills Inc., Wildroot Co., Gold Seal Co., National Biscuit Co. and Liggett & Myers Co.

Lever has not assigned the products to be advertised in its new programs, nor the advertising agencies that will handle them.

Barnett to N.Y.

WELLS BARNETT, sales development manager of John Blair & Co., national radio-TV representative, will transfer his duties from Chicago headquarters to New York about Aug. 1. The move is in line with the firm's eastern expansion. Sales development manager for Blair since he joined the company in December 1945, Mr. Barnett before that was a first lieutenant communications officer in the U. S. Air Force (three years) and sales service manager of WLS Chicago (four years). Before that he was a copywriter in the Chicago office of Weston-Barnett Agency.

ANNOTATED bibliography on *FM: Its Genesis and Growth* prepared by George K. Thompson of Thwing Hall, Western Reserve U., Cleveland. Copies will be supplied gratis to those interested.

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

High Readership

EDITOR, BROADCASTING:

. . . Thank you very much for the prominence you gave the announcement [BROADCASTING, May 22].

. . . Judging by the letters I am receiving, there's not a radio-TV person in the country who didn't see it. BROADCASTING'S readership must be very high.

Mary Dunlavey
Timebuyer
Harry B. Cohen Adv. Co.
New York

[EDITOR'S NOTE: Miss Dunlavey is referring to the story which announced her appointment as head of Cohen's timebuying department.]

* * *

Mitch Shares Honor

EDITOR, BROADCASTING:

I am sure you realize how pleased all of us at BAB have been at the many fine things you said about us in the last two issues of BROADCASTING.

As a matter of fact, since you gave such emphasis to my own part in the development of BAB, I feel impelled to point to the obvious fact that BAB would never have come this far if it had not been for the services of some very wonderful people on its staff and out in the broadcasting field. The contribution of BAB staff members like Charlie Batson, Meg Zahrt, Bob McGredy and Lee Hart, should not be forgotten, nor should the unseen but highly useful efforts of BAB Staffers Virginia Rowles, Shirley Miropol, Marie Nolle, Dolores Sussman, and Rhoda Schott. These are the people who really get the work done.

If this attempt to build a central source of inspiration and information in the field of radio advertising has been a success, it is also due to the guidance and support it has had from broadcasters who have given generously without any payment outside of the satisfaction they undoubtedly have gained as BAB took form. Most of these people have served on one or more of the committees with which we worked and they are certainly worthy of mention:

Simon Goldman, WJTN Jamestown, N. Y.; C. O. Chatterton, KWLK Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; DeWitt Landis, KFYO Lubbock, Tex.; Lee Little, KTUC Tucson, Ariz.; Edwin Mullinax, WLAG La Grange, Ga.; William C. Grove, KFBC Cheyenne, Wyo.; Eugene S. Thomas, WOIC Washington; Ray Baker, KOMO Seattle; Gordon Gray, WIP Philadelphia; J. Robert Gulick, WGAL Lancaster, Penn.; John W. Kennedy, WHAM Rochester, N. Y.; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth, Minn.; Frank Pellegrin, KSTL St. Louis; John J. Gillin, WOW Omaha; John M. Outler, WSB Atlanta, Ga.; Arthur Gerbel Jr., KJR Seattle; O. M. Schloss, WWSW Pittsburgh; Robert D. Enoch, formerly KTOK Oklahoma City; F. C. Sowell, WLAC Nashville; William B. Ryan, formerly KFI Los Angeles; Frank U. Fletcher, WARL-FM Arlington, Va.; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.

To all of these people the industry owes a real vote of thanks. They saw the need and they found the solution. They had the enthusiasm and the courage necessary to make an idea a reality.

Maurice B. Mitchell
Director
Broadcast Advertising Bureau
New York

* * *

'One We Value Most'

EDITOR, BROADCASTING:

. . . We subscribe to several trade journals but BROADCASTING is, by far, the one we value most.

Len Hall
Hall Productions
Philadelphia, Pa.

* * *

'Take the Heat Off'

EDITOR, BROADCASTING:

I was very much interested in the article on page 10 of TELECASTING May 29 . . . entitled "TV Interference."

The article describes exactly the situation in Connersville, where our FM outlet catches all the blame for interference on Cincinnati TV programs although we are 60 miles from Cincinnati and thus in a fringe area. Television dealers in Connersville, who have had vastly more experience in selling shoes and repairing watches, have stirred up considerable animosity toward the station among TV set owners.

Therefore, we request permission to reprint this article, as a matter of self-defense, in the Connersville *News-Examiner*. We feel sure that coming from such authoritative sources as BROADCASTING and FCC Chief Engineer Plummer, the public will at last be enlightened and the heat taken off of WCNB-FM. . . .

Emmett M. Jackson
Station Manager
WCNB-AM-FM Connersville, Ind.

Appoint H. M. McBain

HUGHSTON M. McBAIN, chairman of the board, Marshall Field & Co., Chicago, has been named a member of the NAB Business Trends Committee, which holds its first meeting July 11 in New York. Mr. McBain joins 19 other outstanding leaders of American industry as member of a committee which will cooperate with broadcasters in mapping economic trends and planning for the future.

Wide Coverage

INDICATION of the wide coverage of a local show, *Hogan's Alley*, on WOR New York, was shown last week when George Hogan, m.c., offered a prize of a round trip to New York from Florida to anyone listening in Florida. Within a few minutes a Floridian, Paul Kretzchmar, phoned New York and was awarded the round trip on a Florida Aircoach plane. Program is owned and packaged by Arthur Rosenberg Co. It is sponsored by the following participants: Prior Beer, Hobby of the Month, and Florida Aircoach Co.

Son for Harris

MRS. JACK R. HARRIS, wife of the general manager of KPRC Houston, and her new son are doing well at Hermann Hospital, Houston, following a Caesarean delivery June 3. The son, Don, weighed 4 lb. 11 oz.

Illinois
$90,000.00

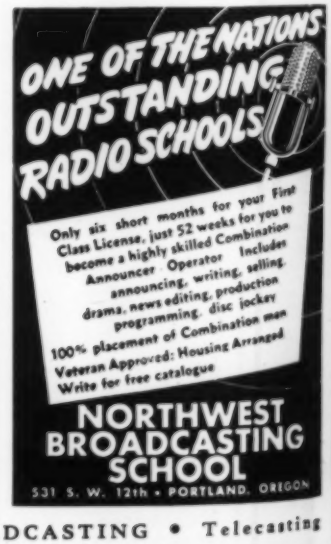
Located in an excellent one station market. This well established facility is making splendid profits and volume is increasing. Price includes $15,000.00 in quick assets. Liberal financing arranged.

Carolina
$40,000.00

Here is an outstanding opportunity for a good owner-operator or two partners. This successful daytime independent has an unusually stable income that can be increased. Station has large coverage in a rich and growing area. $20,000.00 cash required, balance on favorable terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. — James W. Blackburn — Washington Bldg. — Sterling 4341-2
CHICAGO — Harold R. Murphy — 360 N. Mich. Ave. — Randolph 6-4550
SAN FRANCISCO — Ray V. Hamilton — 235 Montgomery St. — Exbrook 2-5672


ONE OF THE NATION'S OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator Includes announcing, writing, selling, drama, news editing, production programming, disc jockey
100% placement of Combination men
Veteran Approved: Housing Arranged
Write for free catalogue
NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

Production

ED. R. CAPRAL, formerly of WCON Atlanta, Ga., appointed program director of WATL-AM-FM same city.

PHIL McLEAN, formerly sports editor and announcer for WJLB Detroit, joins WERE Cleveland as announcer.

ROGER CARROLL, formerly KGER Long Beach, Calif., staff announcer, and **JIM BERRY**, formerly on teaching staff of Hal Styles School of Radio, Los Angeles, join ABC Hollywood announcing staff. Joining same staff June 15 is **LLOYD HOWARD**, formerly of KGW Portland, Ore.; June 26, **PAUL STEWART**, formerly with KFWB Hollywood, and **JOHN HARLAN**, formerly at KGO San Francisco.

GEORGE SNYDER, student of business administration and retailing at U. of Buffalo, joins WINS New York to do research work for summer.

CHARLES (Budd) DAILEY, formerly with WLEX Lexington, Ky., joins announcing staff of WLAP same city.

BILL HALE, formerly staff announcer at WTBC Tuscaloosa, Ala., and sports-master-announcer at WBRC-AM-TV Birmingham, Ala., joins WSB Atlanta, Ga., as announcer and music librarian.

GEORGE BRYANT, announcer and disc jockey for WCON Atlanta, now defunct, joins announcing staff of WSB-TV. He also had served with WTIP Charleston, W. Va.

RICHARD LINKROUM succeeds **RALPH LEVY** as producer-director of CBS-TV's *Alan Young Show*, Thursday, 9-9:30 p.m. Mr. Linkroum has directed such shows as *Arthur Godfrey & His Friends*, *Lucky Pup* and *Faye Emerson Show*. Mr. Levy will devote his production and directing efforts to CBS-TV *Ed Wynn Show*.

NORMAN RAGSDALE, chief announcer of WCNC Elizabeth City, N. C., resigns. **ELEANOR BINGHAM**, program director of WCNC, also resigns. Future plans have not been announced.

BABS RYAN, formerly vocalist with Fred Waring and Ray Noble, is starred on her own disc show over WFIL Philadelphia, Mon.-Fri., 11:30 p.m. She also appears weekly on WFIL-TV Wednesday, 7:30 p.m.

ED NIX, assistant program director of WKAN-WKIL (FM) Kankakee, Ill., resigns to move to Fresno, Calif. **JOHN BEEBE** and **TED PARKER** join WKAN-WKIL as summer replacements.

ANNE NELSON, formerly of CBS Hollywood program department, and **WILLIAM ROSENTHAL**, Chicago and Los Angeles lawyer, named to newly created CBS posts of assistants for business administration, effective immediately. They will assist **Kenneth L. Yourd**, director of CBS Hollywood program business administration, and **Martin Leeds**, associate director of department, in business relating to CBS Hollywood-originating radio and television programs.

NORMAN EVANS, recently named chief announcer at WFMD Frederick, Md., appointed program director of station.

BJORN BJORNSON, formerly associated with stations in Calgary, Edmonton, Trail Victoria and Vancouver, joins announcing staff of CKNW New Westminster, B. C.

DICK SCHULTZ, graduate of Pasadena Institute for Radio, Pasadena, Calif., joins announcing staff of KGBC Galveston.

CHESTER RANDOLPH joins WLS Chicago as assistant farm director. He formerly was farm service director at KGLO Mason City, Iowa.

BILL DUANE joins the announcing staff at WLS Chicago. He worked previously at WBBM Chicago.

HARRY G. STEWART, formerly writer-salesman with Paul Fennell Co. (commercial film producer), joins CBS Hollywood editing staff. He replaces **RICHARD-GEORGE PEDICINI**, transferred to Columbia Pacific Network writing staff.

HARRY INGRAM, writer-producer, named director of Mutual-Don Lee's *The Shadow*.

WADE LANE starts new half-hour *Chat Awhile* program on KFOX Long Beach, Calif., featuring his philosophical comment and hymn singing.

VERNE HILL, staff member of CHUM Toronto, Ont., for three years, resigns to go to California. His place on *Chum Valley* show, daily 12:35-1 p.m., is taken by **JOSH KING**.

DICK RICHMOND, formerly of WMYR New Orleans, joins staff of KGBS Harlingen, Tex.

RALPH DeSALLE, formerly with KGO San Francisco and writer-director with Benton & Bowles, Hollywood, rejoins KGO as writer-producer.

BILL CARLSON, announcer for WTMJ-AM-TV Milwaukee, appointed staff director for WTMJ-TV. He has been announcer for WTMJ for three years.

JOHN B. EGAN, formerly with WCAU and WFIL-AM-TV Philadelphia, and before that with WTHT Hartford, and WBRY Waterbury, Conn., joins WTOP Washington as summer replacement announcer.

GRANT COLLIER, formerly with KFJZ and KWBC Ft. Worth, Tex., joins staff of KXOL same city. **JIMMY LOWE**, of KXOL, resigns to join Decca Records.

JACK CURTIS, former announcer for WOR New York, joins WQXR New York in same capacity.

VON DEXTER, NBC Hollywood production director, named composer-director on new NBC *Penny Singleton Show*.

MARY NAUGHTON, formerly with Best & Co., New York joins script and continuity department of WHLI Hempstead, N. Y.

VIRGIL REIMER, formerly NBC Hollywood sound effects technician, becomes associate production director for network. Also promoted is **RICHARD McDONOUGH**, from NBC page staff to associate director in television program department.

EDWARD A. CONDIT Jr., general sales representative of WMTR Morristown, N. J., joins WABD (TV) New York, as staff announcer.

JACK TAYLOR, formerly of KMBC Kansas City, Mo., joins WCFL Chicago announcing staff as replacement for **MAL BELLAIRS**, now doing freelance TV work in Chicago. **ART HELLYER**, who worked at WMIL Milwaukee, also joins WCFL as 18-week summer announcer.

STANLEY BURNS, formerly with WTTT Miami, joins announcing staff of WHLI Hempstead, N. Y.

GEORGE K. RAUDENBUSH, founder and conductor of Harrisburg Symphony Orchestra for 20 years, joins WHGB Harrisburg, Pa., as manager of production.

JOHN LINDSTROM, formerly of KROW Oakland, and **FRED STUTHMAN**, formerly of WOR New York, join announcing staff of KGO San Francisco. They replace **FRED JORGENSEN**, who transfers to KGO-TV San Francisco, and **JOHN HARLAN**, transferred to KECA-TV Hollywood.

BETTY LOU GERSON, radio actress, signed for role in forthcoming Ed Gardner motion picture production, "Man With My Face."

MARY WEBBER, continuity writer, KPOJ Portland, Ore., named winner of local Roland C. Ayres annual speech contest, receiving $100 towards expenses to attend AAW convention in Los Angeles, June 25-June 29.

HARRY CAMPBELL, farm director of WBBM Chicago, is father of a girl, born May 24.

JERRY STRONG, morning man on WINX, m.c. of *TV Shopper's Review* on WNBW (TV) and *The Jerry Strong Show* on WRC, all Washington stations, and Lucy Majure have announced their marriage.

JOHN P. STARR, formerly associated with WGCM Gulfport, Miss., has been graduated from Perkinston Jr. College, Perkinston, Miss.

JOANELL JAMES, NBC network singer with WMAQ Chicago, was married to John Mangan Jr. May 27 in Chicago.

MARJORIE HUNT, KTTV (TV) Hollywood traffic manager, and Arthur Pierson, motion picture director, were married June 7.

WILLARD (Skip) NELSON, staff musician at WBBM Chicago, is the father of a girl, born May 30.

JEAN HERSHOLT, CBS *Dr. Christian*, named "Radio Father of the Year" by National Fathers' Day Committee.

DICK ORTNER, assistant producer at WENR-TV Chicago, is the father of a girl, born May 30.

Columbia Agrees

COLUMBIA RECORDS Inc., Bridgeport, Conn., has signed a stipulation-agreement with the Federal Trade Commission to discontinue claims that its sapphire-tipped phonograph needles will give up to 10,000 or "any other stated number of plays." In addition, future claims must be accompanied by a statement that the needles may "chip, break or wear, causing sound distortion and resulting in improper fidelity," the commission added.

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
PORTLAND OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Mr. Ken Griffith
McCann-Erickson, Inc.
New York City

Dear Kenny:

Folks may be asingin' th' blues in some parts uv th' country, but jest wait'll I tell yuh 'bout Charleston, West Virginny — th' home town of WCHS! Jest seen whur th' buildin' inspector sed thet buildin' permits fer th' month uv May wuz way, way up over May, 1949! Yessir, when a town this size hits over half-a-million dollars uv buildin' in one month, thet means thet bizness is good in these here parts. Folks is aworkin', and thet means they's spendin' money — an' thet's whut fellers like you likes ter hear, ain't it Kenny? An' don't fergit, Charleston is th' center uv th' big industrial area uv southern West Virginny, an' WCHS with its 5000 watts day and night covers th' whole bizness. Folks like you is mighty smart when they looks inter th' possibilities afforded by usin' WCHS! It's th' number one station in West Virginny's number one city—an' thet makes it FIRST in a lotta things! WCHS'll really do a job fer yuh in a place whur money's bein' spent!

Yrs.
Algy

WCHS
Charleston, W. Va.

ACTIONS OF THE FCC

JUNE 2 TO JUNE 8

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 2 Applications . . .

ACCEPTED FOR FILING

AM—790 kc

Lost River Bcstg. Corp., Moorefield, W. Va.—CP new AM station on 740 kc 1 kw D AMENDED to request 790 kc.

License Renewal

Request for license renewal AM station: WCTT Corbin, Ky.; KENO Las Vegas, Nev.; KGFL Roswell, N. M.; WKPT Kingsport, Tenn.

June 5 Decisions . . .

ACTION ON MOTIONS

By Commissioner Hennock

WGRD Grand Rapids, Mich.—Granted dismissal without prejudice of application.

WTVL Waterville, Me.; WGUY Bangor, Me.—Granted petition of Kennebec Bcstg. Co., requesting dismissal without prejudice of application. On Commission's own motion removed from hearing docket application of Guy Gannett Bcstg. Services.

Coast Bcstrs., Astoria, Ore.; Seaside Bcstg. Co., Seaside, Ore.; Clatsop Video Bcstrs., Astoria, Ore.—Granted petitions of Coast Bcstrs. and Seaside Bcstg. Co. requesting dismissal without prejudice of their applications. On Commission's own motion application of Clatsop Video Bcstrs. is removed from hearing docket.

WCON Atlanta, Ga.—Granted dismissal without prejudice of application.

Don Lee Bcstg. System, Hollywood, Calif.—Granted leave to amend application so as to change type trans. and monitors; make changes in ant. system, and to supply related data made necessary by aforementioned changes.

By Commissioner Walker

WMAW Milwaukee, Wis.—Granted extension of time to June 8 to file reply to exceptions to initial decision and request for oral argument in proceeding re application for license to cover CP.

By Examiner Elizabeth C. Smith

Orville L. Jenkins, Quanah, Tex.—Granted petition insofar as it requests leave to amend application so as to request 500 w instead of 250 w power, on frequency 1150 kc and remove application, as amended, from hearing docket; dismissed insofar as it requests grant of application, as amended.

By Examiner Basil P. Cooper

Henry Lee Taylor, San Antonio, Tex.—Granted continuance of hearing in proceeding re application, et al, from June 5, to July 10 in Washington, D. C.

By Examiner Jack P. Blume

WKNX Saginaw, Mich.—By memorandum opinion and order denied petition for leave to amend application so as to substitute new engineering portion thereof.

June 5 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

Attalla Bcstg. Co., Attalla, Ala.—CP new AM station 930 kc 1 kw D AMENDED to change name from Cary Lee Graham tr/as Attalla Bcstg. Co. to Cary Lee Graham tr/as Gadsden Radio Co. and change studio location from Attalla to Gadsden.

License for CP

License for CP to increase power, change frequency etc.; KBND Bend, Ore.; WPWA Chester, Pa.; WJMX Florence, S. C.

License Renewal

Request for license renewal AM station: WJLD Bessemer, Ala.; KRLN Canon City, Col.; WDAR Savannah, Ga.; KSYL Alexandria, La.; KWSL Lake Charles, La.; WELM Lake Charles, La.; WMAN Mansfield, Ohio; WJZM Clarksville, Tenn.; WHUB Cookeville, Tenn.; KIUN Pecos, Tex.; WINC Winchester, Va.; WSAU Wausau, Wis.

Modification of CP

WKVM Arecibo, P. R.—Mod. CP increase power, change frequency etc. for extension of completion date.

WXRT Chicago—Mod. CP FM station to change ERP to 31 kw., ant. to 420 ft.

WEVD-FM New York—Mod. CP new FM station to change ERP to 20 kw., ant. to 332 ft.

Mod. CP FM station for extension of completion date: KUGN-FM Eugene, Ore.; WLPM-FM Suffolk, Va.

KSTA-FM San Antonio, Tex.—Mod. CP FM station to change ERP to 15.12 kw, ant. 310 ft.

WIBG-FM Philadelphia, Pa.—Mod. CP FM station to change to ERP 20 kw, ant. 355 ft.

License for CP

KMJ-FM Fresno, Calif.—License for CP new FM station

KXOK-FM St. Louis, Mo.—License for CP to cover changes in existing station.

Modification of CP

WTAR-TV Norfolk, Va.—Mod. CP new commercial TV station for extension of completion date.

June 6 Decisions . . .

BY THE SECRETARY

Richard Field Lewis Jr., Winchester, Va.—Granted CP new remote pickup KIC-409.

KIKI Honolulu, Hawaii—Granted mod. CP to change type trans. and approval of ant., trans. and studio locations.

Following granted mod. CPs for extension of completion dates as shown: WMAZ-FM Macon, Ga. to 11-28-50; KWKH-FM Shreveport, La. to 8-15-50; WGES Chicago to 7-27-50.

Clatsop Video Bcstrs., Astoria, Ore.—Granted license new remote pickup KA-6642.

WOPT Scriba, N. Y.—Granted mod. CP for extension of completion date to 7-1-50.

Extended remote pickup licenses on temp. basis to Sept. 1: KQA-755 WJR, The Goodwill Station, Inc., Detroit; KA-2313; KA-4606; KA-4607-8, WJR, The Goodwill Station, Inc., area Detroit; KA-3417 Edwin H. Armstrong, area New York; KA-4039, Allen B. DuMont Labs Inc., area New York; KA-2775, The WGAR Bcstg. Co., Cleveland, Ohio; KQA-795, The WGAR Bcstg. Co., area Cleveland.

Extended following remote pickup licenses on temp. basis to Sept. 1 subject to change in frequency which may result from proceedings in Docket 6651: KA-4552-3 KMPC, The Station of the Stars, Inc., area Los Angeles; KA-4605 WJR, The Goodwill Station, Inc., area Detroit, Mich.; KA-3416, Albuquerque Bcstg. Co., area Albuquerque, N. M.; KA-4620, General Electric Co., area Schenectady, N. Y.; KA-3407, The WGAR Bcstg. Co., area Cleveland, Ohio; KA-3625, Station WNEL Corp., area San Juan, P. R.

Extended following remote pickup licenses on temp. basis to Sept. 1 subject to condition that no harmful interference is caused to stations operating in accordance with existing frequency-service allocations and in no event shall operation on assigned frequencies be continued after July 1. Authority contained herein shall be without force and effect after July 1, unless modified to conform with frequency assignment provisions of Section 4.402: KA-4621-22-23, General Electric Co., area Schenectady, N. Y.

Extended following remote pickup licenses on temp. basis to Sept. 1, 1950, subject to express condition that it is without prejudice to any action the Commission may take with respect to pending application for renewal of licenses of stations licensed to American Bcstg. Co. Inc.; also subject to condition that change in frequency which may result from proceedings in Docket 6651: KA-4645-46-47, American Bcstg. Co. Inc., area San Francisco, Calif.; KA-4663-4-5, American Bcstg. Co. Inc., area Chicago; KEA-649, American Bcstg. Co. Inc., Port Washington, N. Y.; KA-4633 to KA-4637, American Bcstg. Co. Inc., area New York.

Following subject to condition that no harmful interference is caused to stations operating in accordance with exisiting frequency-service allocations and in no event shall operation on assigned frequencies be continued after July 1. Authority contained herein shall be without force and effect after July 1 unless modified to conform with frequency assignment provisions of Section 4.402: KA-4638 to KA-4643, American Bcstg. Co. Inc., area San Francisco; KSA-715, American Bcstg. Co. Inc., Chicago; KA-4656 to KA-4657, American Bcstg. Co. Inc., area Chicago; KEA-705, American Bcstg. Co. Inc., New York; KA-4648 to KA-4655, American Bcstg. Co. Inc., area New York.

Extended following remote pickup licenses on a temp. basis to Sept. 1 subject to express condition that it is without prejudice to any action the Commission may take with respect to pending applications for renewal of licenses of broadcast stations licensed to Columbia Bcstg. System Inc.: KA-4887; KA-4774; KA-4886, Columbia Bcstg. System Inc., area New York.

Following subject to change in frequency which may result from proceedings in Docket 6651: KA-4699, Columbia Bcstg. System Inc., area Chicago; KA-4700 to KA-4702, Columbia Bcstg. System Inc., area New York.

Extended following remote pickup licenses on temp. basis to Sept. 1 subject to express condition that it is without prejudice to any action Commission may take with respect to pending applications for renewal of licenses of stations licensed to National Bcstg. Co. Inc.: KA-5189 to KA-5192, National Bcstg. Co. Inc., area Hollywood, Calif.; KA-5148 to KA-5150, and 5163—area of San Francisco; KA-5193 to KA-5196, National Bcstg. Co. Inc. area Denver, Col.; KSA-720, National Bcstg. Co. Inc., Chicago; KA-5145 to 5147; KA-5162; KA-4680; KA-4676, area Chicago; KA-5170; 5171; 5172; 5189; 4687, area New York.

Following subject to change in frequency which may result from proceeding in Docket 6651: KMA-676, National Bcstg. Co. Inc., Hollywood, Calif.; KA-4823; KA-4824; KA-5130; KA-5131, area Hollywood, Calif.; KMA-675, San Francisco; KA-4822; KA-5071; 5072; KA-4819, are San Francisco; KA-5073, KA-4675, Denver; KA-4999; KA-5000; KA-4672; 4673, area Chicago; KEA-650, National Bcstg. Co. Inc., Port Washington, N. Y.; KA-5001; 5002; 4667 to 4670, area New York.

Following subject to condition that no harmful interference is caused to stations operating in accordance with existing frequency-service allocations and in no event shall operation on assigned frequencies be continued after July 1. Authority contained herein shall be without force and effect after July 1 unless modified to conform with frequency assignment provisions of Section 4.402: KA-4821, National Bcstg. Co. Inc., area Hollywood, Calif.; KA-4816; KA-4815, area Hollywood, Calif.; KA-4810; 4811; 4813; 4812; 4814; 4817; 4818; 4820, area San Francisco, Calif.; KA-4683 to KA-4686, area Denver, Col.; KA-4681; 4677 to 4679, area Chicago; KA-4688 to KA-4693; KA-4072, area New York.

KBTM-FM Jonesboro, Ark.—Granted license new FM station; Chan. 270 (101.9 mc) 8 kw, 200 ft.

WNOW-FM York, Pa.—Granted license new FM station; Chan. 289 (105.7 mc) 13 kw, 500 ft.

KDNT-FM Denton, Tex.—Granted license new FM station; Chan. 292 (106.3 mc) 760 w, 270 ft.

WCOV-FM Montgomery, Ala.—Granted license for new FM station; Chan. 233 (94.5 mc) 4.1 kw, 220 ft.

WWHG-FM Hornell, N. Y.—Granted license change existing FM station; Chan. 287 (105.3 mc) 8.3 kw, 560 ft.

KCLX Colfax, Wash.—Granted license new AM station; 1450 kc 250 w unl.

WVOT Wilson, N. C.—Granted license covering change in hours of operation, install DA-N and change

(Continued on page 87)

Feature

(Continued from page 36)

fugitives from their swamp nest, Mr. Ulbrich and his companion were about 100 feet away. Within 15 minutes after the capture, the interview was being made. Two and a half hours later, the broadcast was sent to the Upper Peninsula via the Northern Network.

"These fellows were desperate and were in no mood to play games," Mr. Ulbrich relates. "We knew it but felt that here was a real 'exclusive' if we played it right. There were three radio stations in evidence *after* the excitement died down but only WDMJ got an 'on-the-capture-scene interview'. . . ."

PROTECT YOURSELF, your STAFF, your CLIENTS

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LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

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NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

...a major advance in studio-type image orthicons

A NOTABLE PRODUCT of RCA leadership in tube research and engineering—the new RCA-5826 image orthicon offers important refinements over previous types of television camera tubes for studio use.

The new RCA-5826 combines exceptionally high sensitivity, a resolution capability of better than 500 lines, high signal-to-noise ratio—about twice that of outdoor camera types—and improved gray-scale rendition in the vicinity of the "blacks."

Having the same spectral response as the companion outdoor pickup type RCA-5820—a response closely approaching that of the eye—this new studio camera tube permits portrayal of colors in nearly their true tonal gradation. The use of the 5826 in the studio and the 5820 outdoors facilitates the combination of indoor and outdoor pickups on the same program.

RCA television tube achievements are the very foundation of modern television. And you can depend upon RCA's continued leadership to bring you the finest and most advanced tubes that money can buy.

Whatever the application, there's an RCA television tube to meet your needs. The complete line is available through your local RCA tube distributor, or direct from RCA.

For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section F37P, Harrison, New Jersey.

The world's most modern tube plant...
RCA, LANCASTER, PA.

RADIO CORPORATION of AMERICA
ELECTRON TUBES **HARRISON, N.J.**

RADIO PANELS

On Public Opinion Agenda

SEVERAL radio and advertising executives will take part in panel discussions during the fifth annual Conference on Public Opinion Research, to be held at Lake Forest, Ill., Thursday, June 15, through Tuesday, June 20.

Highlight of the conference will be an address by Dr. Paul F. Lazarsfeld, head of the Bureau of Applied Social Research, Columbia U. Oscar Katz, director of research for CBS, will present a critique on Dr. Lazarsfeld's project, "The Psychological Impact of Newspaper and Radio Advertisements," during the Saturday morning (June 17) session.

Saturday Panel

On Saturday afternoon, a panel on the "Utilization of Research" will include a talk by Hans Zeisel, manager of media and research for McCann-Erickson, New York, on "Utilization by Advertising Agencies."

Thomas Coffin, supervisor of TV program research for NBC, will present a report on the Hofstra Study conducted by the network [TELECASTING, May 8] during the "Research in Communications" panel on Tuesday, June 20. At the same session, Ben Gedalecia, manager of the research department at ABC, will discuss the growth of television.

Sell

Ohio's third largest market

with

WFMJ

5,000 watts AM

and

50,000 watts FM

WFMJ

1390 AM – 105.1 FM

Youngstown, Ohio

Headley-Reed Co.,

national representatives

Promotion

FRANKENSTEIN's monster was central figure in contest recently run on WGBF Evansville, Ind. Promoted by Bish Thompson, m.c. of *Let's Go To the Show* on that station, contest entailed entrants writing their names and addresses on postcard and giving guess at shoe size of monster. Contestant who guessed correctly, won custodianship of monster for two hours. Contest was held in conjunction with "Asylum of Horrors" stage show which was being held in Evansville that week.

Corporate Promotion

NEARLY 200 tradesmen attended luncheon program in Ft. Wayne, Ind., sponsored by WGL, WANE, WKJG and WOWO, all Ft. Wayne. Highlight of affair was 45-minute presentation of film slides and commentaries on "Radio —the basic advertising medium." Booklets outlining strong points of film and program were distributed, and favorable comments by businessmen were reported by stations.

'Meet' Card

WHITE card, carrying line-up of shows presented in *Meet the U.S.A.* series over WMAL-TV Washington [BROADCASTING, May 29], currently being distributed by American U., that city. Included on card are list of guest artists, high schools and organizations participating and production supervisors. Cards have been sent to schools and libraries.

Music Contest

CONTEST sponsored by WPJB (FM) Providence, R. I., and Rhode Island Federation of Music Clubs culminated in program on WPJB. Winning performers were given scholarships to music schools and summer camps. Purpose of contest was encouragement of musical studies by young people.

Courtney Delivery

RADIO column headline, "Del Courtney Delivers . . ." is used as lead on direct mail promotion piece sent to trade by KPIX (TV) San Francisco to sell Mr. Courtney's three-hour daily afternoon participation disc jockey show on KPIX. Sub copy adds, ". . . and there's MORE to tell about Del! . . ." The "more" is contained in composite of three radio critics' reviews about Courtney show carried by *San Mateo Times*, *San Francisco Chronicle* and *Weekly Variety*.

Plugging Summer Listening

PUBLICITY and promotional campaign on summer radio listening launched by WLAW Lawrence, Mass. Cards have been installed in all busses of Northeastern Transportation Co., operating in two states. Cards call attention to WLAW's increased listener pull according to BMB surveys of 1946 and 1949. Pictures of top personalities and programs are featured on three-color displays.

Baseball Contest

JUNE-long contest being run over WERE Cleveland. Listeners are invited to send in names of 25 American League players they think will be chosen for All-Star game on July 11. List coming closest to official roster will bring writer two box seats at All-Star Game in Chicago, plus flying and hotel accommodations for two. Runners-up will receive pair of box-seats for Indians game. Earliest post mark wins in case of tie. Contest is promoted over *Sports Parade*, *Today in Sports* and *Spotlight on Sports* by Bob Neal.

Double Celebration

SEVEN bands, four Gospel singing groups, five single acts besides speakers and clergy performed before spectators at outdoor dedication ceremonies for new WMRY New Orleans studios. Event also marked changing over of programming and announcing staff to all-Negro.

Comic Book Promotion

WTOP Washington reports it's now on covers of 6,500 comic books sold in the Washington area. Special stickers bearing legend "Listen to *My Friend Irma*, Mondays 10 p.m., WTOP, 1500 on your dial," have been attached to covers of all "My Friend Irma" comic books circulated in metropolitan area. Special permission was obtained from publisher, Broadcast Features Publications Inc., WTOP reports. The 52-page book is based on "The Famous CBS Radio Laff-Riot!"

Personnel

RALPH BACKLUND, formerly with CBS-owned WCCO Minneapolis-St. Paul, transfers to public affairs department of CBS in New York.

CLEMENT G. SCERBACK appointed to newly created position of promotion manager of WTAM and WNBK (TV) Cleveland, Ohio. He was formerly news writer for WTAM.

EUGENE MOSS, former assistant to sales promotion director of KMBC Kansas City, joins WOR New York as copywriter and production assistant to **Joseph Creamer**, director of advertising and promotion department.

RICHARD EISIMINGER, assistant manager of NBC Hollywood press department, appointed manager of KNBH (TV) Hollywood advertising and promotion. **ROBERT C. PELGRAM**, formerly of television publicity staff, named manager of KNBH press department.

ELEANOR GLOGAU, formerly with MBS, joins DuMont Television Network's publicity department.

Vir Den Marks 20 Years

RAY VIR DEN, president of Lennen & Mitchell, marked his 20th year of service, and Irving Bugg, copywriter and account executive with the agency, retired after 19 years, at the annual reception and dinner of the agency's 20-Year Club, held in New York last week. Mr. Bugg was the first to retire under the pension plan pioneered in the advertising industry by L&M.

COURT APPEAL

New Transit Riders' Aim

AN APPEAL from the U. S. District Court decision dismissing three petitions aimed at curbing transit radio service in Washington [BROADCASTING, June 5] was promised June 1 by Transit Riders Assn., one of three petitioners.

The rider group, which numbers approximately 500 members, announced through its president, Claude N. Palmer, it would continue the fight by appealing "to the highest court in the land." Judge Edward A. Tamm's ruling, Mr. Palmer added, affects only appeals from findings by the Public Utilities Commission last December. The judge ruled that transit FM is not "inconsistent with the public convenience, comfort and safety," and was preferred overwhelmingly by riders.

"It does not dispose of our suit for permanent injunction against Capital Transit Co.'s use of radio receiving equipment in its vehicles," Mr. Palmer explained. Association filed suit against CTC this past February. Mr. Palmer added that Paul N. Temple, another petitioner, also will appeal the court decision.

On the basis of the ruling, Ben Strouse, vice president and general manager of WWDC-FM Washington and Washington Transit Radio Inc., announced the service would be expanded to additional busses and streetcars of Capital Transit.

SALES OFFERS

WLW Reports Mail Results

PREMIUM and direct sale offers aired by WLW Cincinnati the past year have resulted in a steady flow of requests—as many as 12,022 queries a week—the station reports following completion of a survey of weekly mail count figures.

A candy company's jingle contest, for example, drew a total of 15,260 entries, or an average of 1,904 a week over an eight-week period, competing for a $1,000 top prize. A free health booklet offer by an insurance firm pulled 6,087 requests in the first three months of 1950. In both cases, offers were made on three weekly newscasts.

Other offers included animal balloon sets, which drew 48,557 orders; nursery, nylon, rug, and women's fashion catalogues, good for 7,603, 16,382, 9,957, and 15,630 requests, respectively; a ball point pen offered by a coffee company, which got 8,942 answers; harmonicas, 7,795; and a double offer of a souvenir and trial-size bottle of cough medicine, 13,681 requests.

FOR INCREASED SPOT BILLINGS

contact

JOSEPH HERSHEY McGILLVRA INC

366 Madison Avenue, New York

Murray Hill 2-8755

On All Accounts

(Continued from page 36)

irst vacation in five years. Although a bachelor, Ralph says he keeps an open mind on the marriage subject.

Ralph belongs to the Masonic Order, The Grotto, Cleveland Advertising Club and the Oakwood Country Club. His civic activities include being assistant public relations director of Bellefaire Children's Home, adviser to the National Conference of Christians and Jews, and Community Fund Red Feather Man, which includes a speaking engagement over the radio once a month.

Of radio and television advertising Ralph says: "Selling via radio or TV is like walking down a long dark hall. Suddenly a door opens and someone yells, 'BOO.' The result, even though perhaps a trifle violent, is instant reaction. The commercial must be powerful enough to attract attention, powerful enough to stimulate action; powerful enough to forbid boredom."

GE Expansion

OVER $7 million will be spent in 1950 by General Electric Co. to increase production of radio-TV receivers, cabinets, TV picture and other receiving tubes at GE plants in Syracuse, Utica and Buffalo, N. Y., Wabash and Tell City, Ind., and Owensboro, Ky. Most of the money will be expended for new and specialized machinery and for enlargement of manufacturing areas, according to Dr. W. R. G. Baker, GE vice president and general manager of the electronics department, who made the announcement.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks April 30 268
Number of commercials starting on networks during May 11
Number of commercials dropped from networks during May 14
Number of commercials on four nationwide networks, May 31 265

May Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Sterling Drug Co.	My True Story	ABC	Mon., Wed., Fri., 10-10:25 a.m.	Dancer-Fitzgerald-Sample
The Toni Co.	Chance of a Life Time	ABC	Mon., Wed., Fri., 2:45-3 p.m.	Foote, Cone & Belding
The Toni Co.	Quick as a Flash	ABC	Mon.-Fri., 11:45-12 Noon	Foote, Cone & Belding
The Toni Co.	Modern Romances	ABC	Mon., Wed., Fri., 11:15-11:30 a.m.	Foote, Cone & Belding
R. J. Reynolds Co.	Baseball Summary	MBS	Mon.-Sat.; 5 min. following "Game of the Day"	Wm. Esty Co.
Gulf Oil Co.	Lanny Ross Show	MBS	Mon.-Fri., 12:15-12:30 p.m.	Young & Rubicam
Philip Morris Co.	This Is Your Life	CBS	Tues., 9:30-10 p.m.	Biow Co.
George A. Hormel Co.	Music with Hormel Girls	CBS	Sat., 2-2:30 p.m.	BBDO
General Mills	Night Beat	NBC	Mon., 10-10:30 p.m.	Knox Reeves Co.
General Mills	Dangerous Assignment	NBC	Wed., 10:30-11 p.m.	Knox Reeves Co.
General Mills	Penny Singleton Story	NBC	Tues., 9:30-10 p.m.	Knox Reeves Co.

May Deletions

Block Drug Co.	Burns & Allen	CBS	Wed., 10-10:30 p.m.	Cecil & Presbrey
Wm. H. Wise Co.	Get More Out of Life	CBS	Sun., 12-12:30 p.m.	Thwing & Altman
Pillsbury Mills	House Party	CBS	Mon.-Fri., 3:30-3:55 p.m.	Leo Burnett
Brown Shoe Co.	Smiling Ed McConnell	NBC	Sat., 11:30 a.m.-12 Noon	Leo Burnett
Morell Meat	Lassie	NBC	Sat., 11-11:15 a.m.	N. W. Ayer & Son
Philip Morris	This Is Your Life	NBC	Wed., 8-8:30 p.m.	Biow Co.
Doubleday & Co.	Edwin C. Hill	NBC	Sun., 4-4:15 p.m.	Huber Hoge & Son
Doubleday & Co.	Facts Unlimited	NBC	Sun., 4:15-4:30 p.m.	Huber Hoge & Son
Bruner Ritter Inc.	Chance of a Lifetime	ABC	Sun., 9:30-10 p.m.	Raymond Spector Co.
Carter Prod. Inc.	Jimmie Fidler Show	ABC	Sun., 10-10:15 p.m.	SSC&B
Gillette Safety Razor Co.	Friday Night Fights	ABC	Fri., 10 p.m. to concl.	Maxon Inc.
Miller Brewing Co.	Lawrence Welk Show	ABC	Wed., 10-10:30 p.m.	Matthisson & Assoc.
Wm. H. Wise Co.	Get More Out of Life	ABC	Sun., 10:15-10:30 p.m.	Thwing & Altman
Benj. Moore Paint Co.	Betty Moore Show	MBS	Sat., 11-11:15 a.m.	St. Georges & Keyes

May One-Timers

Perfect Circle Piston Ring Co.	Indianapolis Speedway Race	MBS	Tues., May 30, 3 hrs.	Henri, Hurst & McDonald

LEE ESTATE

Don Lee's Adopted Daughters File Claim

TWO adopted daughters of the late Don Lee have laid claim to the $10 million estate left by his son, Thomas S. Lee.

Mrs. Elizabeth Boyd Lee Fry, 34, and Mrs. Christine Boyd Lee Rieber, 39, filed suit in Los Angeles Superior Court on June 5 to enforce a "solemn contract" they contend Don Lee made when he and his second wife, Annabelle Torbett Lee, adopted them in 1920.

Complaint was prepared by Attorneys Jerry Giesler and Harry C. Mabry, who were accompanied to court for the filing by Mrs. Fry, who resides in West Los Angeles. Mrs. Rieber lives in Metuchen, N. J., and was not present.

Both women are daughters of the late Mrs. Mary Florence Boyd, who died Nov. 15, 1918. She was a sister of the second Mrs. Lee.

★

At time of adoption, the sisters contend, Don Lee promised their natural father, Robert Boyd, who since has died, that the girls would share in his estate equally with Mr. Lee's own son by his first wife, the late Mrs. Etta Lee.

Mrs. Fry and Mrs. Rieber charge this agreement was broken when Don Lee made a will cutting them off with $1 each, and left his estate to his son Thomas. This followed a bitter divorce battle with his second wife in 1924.

Seek Damages

Besides two-thirds of the estate to enforce this agreement, the sisters also ask for the Thomas Lee third share as punitive damages for alleged fraud in the latter's will seeking to deprive them of any share.

Will of Thomas Lee, written in 1934, before courts declared him incompetent, left his entire estate to R. D. Merrill of Seattle, an uncle by marriage. Mrs. Nora S. Patee, aunt and only living blood relative of Thomas Lee, also has filed claim to the estate.

Besides Mr. Merrill and Mrs. Patee, named in the suit is her husband, L. G. Patee, who witnessed her nephew's will, and Public Administrator Ben H. Brown, appointed special administrator in charge of the estate.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

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350 W. 4th St., New York 14, N. Y.

NAB MAILING

Gives Recording Proposals

PROPOSED additional recording standards including new NAB lateral frequency record and new reference tape, planned for near-future production, have been mailed to industry engineers by Neal McNaughten, NAB engineering director [BROADCASTING, May 22].

Mr. McNaughten is chairman of the NAB Recording & Reproducing Standards Committee, which has been developing the standards for nine years. Mail referendum is being conducted on the the additional standards, since the committee will not meet again until 1951. Chairman of the committee's executive group is Robert M. Morris, ABC.

The reference tape will be available only from the NAB under whose supervision it will be recorded, inspected, numbered and registered. New standards will be submitted to the NAB board at its June 20-22 meeting in Washington.

Asks Loyalty Oath

LOYALTY affidavits would be required of every officer and employe in the executive, legislative or judicial branches of the U. S. government under a bill (HR 8680) sponsored in Congress by Rep. W. F. Norrell (D-Ark.), member of the House Appropriations Committee. The legislation, which would cover all independent agencies, would authorize withholding of salaries to personnel unless they have executed such an affidavit. Any officer or employe who "knowingly" joins or supports the Communist Party after having signed the pledge would be subject to a $10,000 fine or five years' imprisonment. Measure, introduced May 31, was referred to the House Judiciary Committee.

CFYK Yellowknife, Northwest Territories, 150 w station on 1450 kc., is now on air as Canada's most northerly broadcasting station. Operated noncommercially by Dept. of National Defense, Ottawa, station is turned over for community broadcasting on voluntary basis to housewives and other citizens of northern gold mining town.

Allied Arts

RALPH J. ROBERTS, director of advertising and sales promotion of Muzak Corp., elected vice president. With Muzak since 1949, he formerly was with Aitkin-Kynett Adv., Philadelphia.

BERNARD SHOENFELD, radio writer, and **BILL ROBSON,** producer-director, producing as yet untitled series of 13 half-hour dramatizations of famous prison breaks for television.

MARGARET ETTINGER & Co., Hollywood publicity and public relations firm, changes name to **Ettinger Co. RICHARD E. TUKEY** named vice president in charge of Eastern operations, with headquarters in New York.

ELLIS KING, of engineering department of U. of California at Los Angeles, joins faculty of Pasadena Institute for Radio, Pasadena, as instructor in radio-telephone operation.

FRANK S. BORST, with A.C. Nielson Co. since 1937, most recently as senior service executive of drug-food client service department, appointed a vice president. He will continue to work out of Chicago office.

MUTUAL ENTERTAINMENT AGENCY, talent booker, sends single-page newsletter with show ideas and TV trends monthly to Chicago agencies, stations and sponsors. Report eventually will be released twice monthly.

WALTER A. KLINGER, formerly with Warner Bros. Studios public relations staff, joins Paul Kohner Inc., Los Angeles, to head talent agency's new television department.

KYRS (FM) Dallas has subscribed to Marshall Field Enterprises' Functional Music service, and will start programming June 15. Station is installing special FM receivers in area.

S. W. CALDWELL Ltd., Toronto, releases 30-page catalogue of open-end transcriptions, with synopsis of nearly 100 titles broken down in half-hour, quarter-hour and 5-minute programs.

HALL PRODUCTIONS, Philadelphia, packager of radio and TV, moves to 2215 Delancey Place.

Equipment

ELLERY W. STONE, president of International Standard Electric Corp. and a vice president of International Telephone & Telegraph, elected president of American Cable & Radio Corp., affiliate of IT&T. He is also former president of Federal Telephone & Radio Corp. and Capehart-Farnsworth Corp. He has served in various executive capacities with IT&T since 1931.

GILBERT E. GUSTAFSON, vice president in charge of engineering, Zenith Radio Corp., Chicago, received honorary degree in electrical engineering from Stevens Institute of Technology June 10.

NORMAN E. WUNDERLICH appointed executive vice president and general manager in charge of all company activities for Link Radio Corp., New York. He has been with firm since last July in establishment of Chicago office and service center and in organizing sales-engineering force Throughout Mid-West. He is owner-founder of Wunderlich Radio Corp.

CROSLEY DIV. of Avco Mfg. Corp., Cincinnati, appoints Brand & Millen Ltd., Long Branch, Ont., as exclusive Canadian manufacturer and distributor of Crosley radio and television receivers. Cross Country Television Ltd. has been organized to market sets in Canada.

I want my own copy of

ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l. Press Bldg., Washington 4, D.C.

RADIO SURGE

Pulse Finds N. Y. Rise

AN INCREASE of 65% in radio listening in New York metropolitan area television homes as compared with a year ago was reported last week by WOR New York in an analysis of Pulse figures.

Quarter-hour averages of radio sets in use in TV homes between 6 p.m. and midnight, according to latest Pulse figures for May, are 10.4. At the same time last year the figures was 6.3. In the same period the radio share of audience in TV homes rose from 12.7 to 17.

FM'S FIGHT

'Buffalo News' Views Status; WKY-FM Is Dropped

UPS AND DOWNS of FM broadcasting continued last week with announcement of WBEN-FM Buffalo that it would stay on the air. On the other hand, WEBR-FM Buffalo was reported by the *Buffalo Evening News*, operating WBEN-FM, to have surrendered its license "without so much as an obituary notice." WKY-FM Oklahoma City, operated by Oklahoma Publishing Co., also has been silenced.

The *News* announced WBEN-FM, "the pioneer FM station in this area, contemplates continuance of FM broadcasting. The regular schedule will be carried during the summer. When the *FM School of the Air* is resumed in the fall the programs again will be heard over WBEN-FM." The *News* continued:

"Roy Albertson's WBNY-FM [Buffalo] has no intention of dropping the static-free medium and finds the broadcasting of baseball games, picked up via the FM networks, a good source of revenue. Mr. Albertson points out that his investment of $65,000 in an FM transmitter would indicate that he has faith in its eventual success.

"Egbert D. Corson, president of WUSJ-FM Lockport, is convinced that, even though his FM operation faces a slump this summer, it will pick up in the future to prove its right to recognition. WUSJ-FM carries local baseball and the *FM School of the Air*.

Hull Optimistic

"Earl C. Hull, vice president of WHLD-FM [Niagara Falls], sees nothing but a rosy future when the novelty of television has faded. His station is currently carrying the Rural Radio Network 6:30 a.m. to 7 p.m. daily and big-league baseball as late as 11 p.m. He plans to extend the regular broadcasting hours beyond 9 p.m. in the near future.

"The general feeling in the industry is that the advent of television took the spotlight from FM but that FM will come into its own. The fact remains that reception in FM is completely free of interference, even in the most difficult locations."

In signing off WKY-FM, President E. K. Gaylord called attention to public apathy in purchase of FM sets, adding: "It is our studied opinion that FM broadcasting can no longer be justified and that it shows little promise of improvement. Most radio set buyers in Oklahoma have continued to prefer the regular AM receivers. . . . The ever increasing interest in television has completely overwhelmed the lagging interest in FM sets. . . . We will continue to devote our energy and financial resources to making the best possible AM broadcasting and television programming available to Oklahomans over WKY and WKY-TV."

WKY noted that "approximately 30 of the biggest stations have ceased FM broadcasting since the first of the year," plus 210 holders of CPs who have turned them back to the FCC.

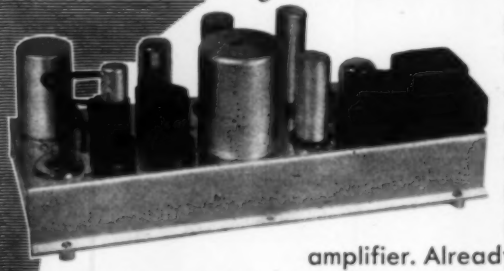
LUCAS' REPORTS

Carried by 37 Stations

THIRTY-SEVEN stations are carrying transcribed weekly radio reports to Illinois voiced by Sen. Scott Lucas (D-Ill.), Senate Democratic Majority Leader. Broadcasts are aired at various periods throughout each week by these stations:

WOKZ Alton, WMRO WBNU Aurora, WIBV Belleville, WKRO Cairo, WBYS Canton, WCIL Carbondale, WROY Carmi, WCAZ Carthage, WCNT Centralia, WLS Chicago, WHFC Cicero, WDAN Danville, WSOY Decatur, WLBK DeKalb, WTMV East St. Louis, WCRA Effingham, WNMP WEAW (FM) Evanston, WFJS WFRL Freeport, WEBQ Harrisburg, WJPF Herrin, WGGH Marion, WLBH Mattoon, WQUA Moline, WVMC Mount Carmel, WMIX Mount Vernon, WSIV Pekin, WIRL Peoria, WTAD WGEM Quincy, WROK Rockford, WKID Urbana, WCVS WTAX Springfield, KMOX St. Louis.

REMOTE for $59.00



Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use.

A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.

LUND MESSAGE

Radio Projects Firm's Name

CRITERION in radio advertising by funeral home operators is "to make your name thought of first," Eric Lund, WLVA Lynchburg, Va., told the Virginia Assn. of Funeral Directors at its Richmond convention June 1.

Purchase of a funeral, Mr. Lund pointed out, is an "impulse purchase" and in making such a decision, people usually stay on familiar ground. "They buy what they know, what they have heard about, what they think of first."

In time of emotional stress, he said, there is an even greater tendency to find comfort in, and to cling to the familiar. And radio's most outstanding success, Mr. Lund said, "has been that of etching an impression on the minds of people . . . one of radio's strongest points is its ability to project a name or an idea."

Because radio is a personal means of communication, the medium is particulary effective for the funeral home operator. By establishing identity, creating a feeling of sincerity and "making yourself liked" and be "thought of first" when the need arises, the funeral home operator can use radio effectively, Mr. Lund said.

While no particular type of program is necessary for the operator to convey his message, the community service program offers the most possibilities. Such programs as lost and found, calendar of coming events, church programs, good music, etc., are best suited, he suggested.

By projecting the character of his business as "you yourself do," the funeral parlor operator can use radio so as to reflect credit on his profession, Mr. Lund concluded.

Michigan Football

RADIO rights to U. of Michigan football games next fall have been sold by WWJ Detroit to Speedway Petroleum Corp. that city. Sale involves all nine of U. of Michigan's games plus one between Michigan State and Oregon State. Schedule runs from Sept. 23 through Nov. 25.

Programs

NORMANDY, France and Shenandoah, Iowa were very close on sixth anniversary of D-Day, June 6. On that day KMA Shenandoah and Radio Diffusion Francaise, French Broadcasting System's representative in North America, exchanged programs. Show sent to KMA was produced in Normandy Beachhead towns, and by interview, people of France sent their appreciation to Midwest veterans of European liberation. Program sent to Normandy was 15 minutes of special interview with Jay Martin who landed in France on D-Day, his father, and Mrs. Edith Hansen, whose son is now convalescing from D-Day in veteran's hospital. Interviews were translated by Frenchmen now residing in Shenandoah.

TV Horse Show

HOLDING forth in driveway adjacent to studios of KMTV (TV) Omaha, Neb., Hugh Bader, of *Names You Know in Sports* program recently conducted horse show. Interviews covered riding as a hobby, with horse being used for demonstration purposes. Show was inspired by fact that horse show was being held following weekend for benefit of Children's Memorial Hospital.

Masterful Music

SERVING classical music in "courses" like a well-balanced meal is Ralph Black, manager of Chattanooga Philharmonic Assn., on WVUN (FM) that city. Mr. Black conducts *Music of the Masters* Sunday, 9 p.m., as part of station's public service programming. Commentary is in easy, informal style, and listeners are invited to send in requests.

Full Day

NECESSITY of being in four places almost simultaneously faced WWJ-TV Detroit recently. Four remotes were scheduled to be covered by station's one remote truck in one day, but station managed to fit them all in. At 10 a.m. first event was picked up in front of City Hall. At same time, truck borrowed from *Detroit News* (WWJ owner) was on its way to Selfridge Field with studio camera equipment to telecast open house from 2-4 p.m. with 10-minute break, during which truck raced to river to cover tugboat race. At 9:30 p.m., remote truck and exhausted technicians telecast 45 minutes of motorcycle races from Motor City Speedway.

Saturday Night Stars

NEW show on WMCA New York features interviews with star performers at threatres, nightclubs and showplaces around New York. Called *Your Night Out*, show is produced by Bob L. Roberts Productions, New York. Stars scheduled to be interviewed include Vic Damone, Jan August and others.

Reunion Highlights

REUNION in St. Louis of 35th Division, including appearance of its most famous member, President Truman, was given thorough radio and TV coverage. KXOK St. Louis, whose Harry K. Renfro was in charge of broadcasting facilities for reunion, reports that 16 microphones were installed near speakers' stand, providing accommodations for major networks, six local stations and television. KSD-TV St. Louis telecast parade through city streets, followed by two-hour ceremony on riverfront, which was highlighted by President's address dedicating Jefferson National Expansion Memorial. Last portion of parade and address were fed by KSD-TV to CBS-TV.

Field Tournament

FIVE complete hours of high school track and field tournament at U. of Illinois aired commercially by WSDR Sterling, Ill. Station carried preliminaries for two and one-half hours and three hours of finals on succeeding day. Three-man crew, composed of John Rohwer, program director; Bob Edell, news editor, and Ed Fisher, chief engineer, covered event for station.

Outstanding Sportscasters

TAKING advantage of Gillette sales meeting at which Bill Corum, Clem McCarthy, Mel Allen, Don Dunphy and Jim Britt were present, WHEB Portsmouth, N. H., swooped in for exclusive. Charlie Gray and Lucien E. DuMont, program director for WHEB, went to Wentworth-By-The-Sea, summer resort where sportscasters were meeting, and transcribed interview with them. Transcription was played back at 6:10 same evening.

'What's in the Movies'

MUSIC connected with movies is aired Mon. through Sat. at 6:30 p.m., and Sunday at 1:15 p.m. on WCSC Charleston, S. C. Listeners also are given information on what is playing at local movie houses. Question and answer format is used, with reviews from outstanding magazines included. Previews of attractions are aired and entire programs, with newsreels, cartoons and short features are mentioned.

"Campus Christian Hour"

MUSIC and hymns of all churches are being aired in new half-hour weekly nonsectarian *Campus Christian Hour* on KTSL (TV) Hollywood. Program features 18-piece all-amateur orchestra and eight voice chorus under direction of Rev. Ralph Carmichael, professor of music at Southern California Bible College, Los Angeles. In addition to presentation of a wide range of all types of religious music, program will have noted clergymen and music personalities as weekly guests.

Libel Suit Covered

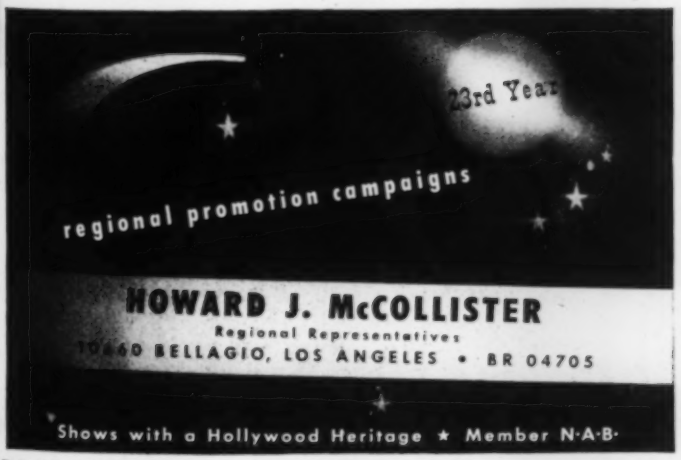
MUCH-publicized libel suit brought by Larry Adler and Paul Draper against Mrs. H. McCullough of Greenwich, Conn., found News Chief Tom Eaton of WTIC Hartford, Conn., in constant attendance. Through special wire installed in press room of Federal District Court, Mr. Eaton was able to relay developments immediately after they occurred—some bulletins were aired in as little as 1½ minutes.

Strictly for Men

PROGRAM especially designed for boys and their fathers shown over WMAL-TV Washington from WMAR-TV Baltimore each Saturday at 2:30 p.m. Helpful hints in constructing soap box autos and demonstrations of fine points of construction are featured. Charles Rupert, father of last year's Baltimore soap box champion, conducts *Soap Box Clinic*.

Employe Election

TECHNICAL employes of KDKA-AM-FM Pittsburgh have voted 8-6 to be represented by Associated Broadcast Engineers, according to certification of union shop election announced by NLRB. Request of IBEW to withdraw petition for certification of representatives at Bogalusa Broadcasting Co. (WIKC), Bogalusa, La., has been granted by NLRB.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10460 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Respects

(Continued from page 40)

before the mikes of various Los Angeles stations.

First real exposure to the medium occurred in 1926 when a friend invited Mr. Bull to participate in an impromptu, ad lib program on a San Diego station. He liked it and returned to San Diego several times for similar programs.

Realizing the potentialities of radio, Frank Bull joined Pickwick Broadcasting Co. as general manager of KNRC (now KECA) Los Angeles in January 1928. In those days, Mr. Bull says, he did everything but sweep out the studios. Managerial duties were very widespread. He also sold station time, filled in for announcers and other talent that failed to show on time, and in addition conducted a couple of disc programs of his own.

Saves the Sale

He recalls selling an advertiser a series of football broadcasts, and then discovering there was no announcer to handle the play-by-play assignment. The sponsor was angry and threatened to cancel. An avid football follower, Mr. Bull took over the job. That saved the day. Sponsor remained.

That was Mr. Bull's entry to sportscasting, and over a 20 year period ending in 1948, when he "retired," he handled the mike for every kind of sport, establishing himself as one of the deans of Southern California sportscasters. He still continues to do some sportscasting, but on a limited basis.

The ambitious Mr. Bull wanted his own radio station and in 1929 bought a partnership in what is now KDB Santa Barbara. With the station operating at a loss, he put it up for sale a year later. Today the outlet is owned and operated by Don Lee Broadcasting System.

Meanwhile, Freitag Inc., which operated KMTR Hollywood, KMPC Beverly Hills and KMIC Inglewood under a leasing arrangement, invited him to join that organization as vice president. It was in mid-1930 that Mr. Bull became manager of KMTR, with duties also including sportscasting and selling station time for all three stations.

When the Freitag lease expired in 1936, Mr. Bull and several other salesmen found themselves without jobs. They could have remained on the stations' payroll, but on a salary basis rather than the commissions they had previously enjoyed.

A business of their own seemed a better idea. Thus was formed Allied Advertising Agencies in early 1937. Besides Mr. Bull, partners were Dick Smith, W. F. Gardner, Russell Rust and Walter McCreery. Because of excessive corporation taxes, that association terminated more than a year later. Messrs. Smith and Bull withdrew to form their own agency under the name of Smith & Bull Adv. Mr. Mcreery joined them in February 1945 when his name was added as partner.

50% to Radio, Video

This partnership was dissolved in October 1949 when Mr. McCreery withdrew to form his own agency, and Smith & Bull Adv. continued with headquarters at 6642 Sunset Blvd., Hollywood. With more than two score accounts to its credit, the firm today has an annual billing of approximately $1½ million, with some 50% of clients' money spent on radio and television.

Intensely interested in the potentialities of TV, Mr. Bull has made several visits to New York and other major markets to study the medium. In addition, agency has "loaned out" production staff personnel to TV stations so that they too can receive first hand knowledge of the medium. As a result, Mr. Bull declares, the agency is being geared to intelligently handle TV for clients on a moment's notice.

An enthusiastic golfer, Frank Bull considers it his major recreation and hobby. Also an ardent Dixieland jazz record collector, he has one of the finest collections in the country. With Gene Norman, Hollywood disc m.c., he annually stages a "Dixieland Jubilee," bringing noted jazz bands from all parts of the country to Los Angeles for the event. The 1950 date is Oct. 6 at Shrine Auditorium.

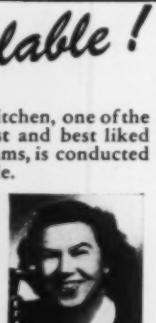
Mr. Bull admits being a joiner. In addition to being a Mason, he has membership in the Variety Club, Authors Club, Wilshire Country Club, Beverly Club, Los Angeles Ad and Press Clubs. He also is a member of the Football Writers Assn. of America and is on executive board of the Southern California Committee for the Olympic Games.

There is an imposing record of government service during both World War I and World War II to which Mr. Bull points with justifiable pride. He also has been picked many times as an outstanding sportscaster and football announcer in various polls and surveys made during the 16 years he was on the sports staff of the Tidewater-Associated Oil Co.

Mr. Bull maintains a bachelor apartment in the hills overlooking Hollywood. His immediate family consists of two daughters, Mrs. George Lynch and Sally Bull in the CBS Hollywood network program department.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.



Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas

KDMS EL DORADO

Cotton Belt's Third Outlet

KDMS El Dorado, Ark., has taken the air as a 1000 w daytimer on 1290 kc. It is the third station owned and operated by Cotton Belt Broadcasting Co., operating KTFS Texarkana, Tex., and WGVM Greenville, Miss.

Manager of KDMS is Leo Howard, former commercial manager of WKY Oklahoma City. Other officers include Jack Baruth, formerly of WGVM, program manager, and Robert Cleary, formerly of KTFS, chief engineer. David M. Segal, owner of the stations, said the trio will be sold as a package with the title, Cotton Belt Group. KDMS is a Liberty Network affiliate, with studios atop the Randolph Hotel. It took the air May 6.

KBND Increases Power

KBND Bend, Ore., operated by Central Oregon Broadcasting Co., increased power officially from 250 w to 1 kw unlimited time and changed frequency from 1340 to 1270 kc on May 29, Frank H. Loggan, president and general manager, has announced. Preparatory to this changeover, KBND constructed a new transmitter building at the north city limits. Thirty-minute dedicatory program was broadcast with Oregon broadcasters and civic leaders taking part.

BANANA PIE-AYE

Parody Treat for Drake

BANANA cream pie has new tasty significance for Galen Drake. It started several weeks ago when Mr. Drake stated on his CBS *Housewives Protective League* program (5-5:30 p.m. and 11:15-11:30 p.m. EDT) that he could never look the pie in the face because during childhood he once had all he could eat.

E. S. Whitman, publicity director, United Fruit Co., heard the program and wrote a parody of the "Chiquita Banana Song" to fit the occasion of presenting Mr.

Presenting pie to Mr. Drake at CBS studios is Chiquita.

* * *

Drake with a luscious specially-baked pie.

The parody—a takeoff on Mr. Drake's statement—was recorded and presented to him with sheet music. The pie, baked in the United Fruit Co.'s home economics department kitchen, was handed to Mr. Drake by Chiquita Banana (Helen Bosshard), United Fruit Co.'s "banana ambassador."

Paul Roberts

PAUL ROBERTS, 39, disc jockey and show m.c. at WFBM-AM-TV Indianapolis, Ind., died of a heart ailment at St. Vincent's Hospital, that city, May 18. Mr. Roberts conducted the station's popular *Spinning Wheel* and other programs. Surviving are his widow, Vera, and two sons, Kirk, 11, and Mark, 3.

FCC Actions

(Continued from page 80)

Decision Cont.:

trans. location. 1 kw-D 500 w-N DA-N.

KWSO Wasco, Calif.—Granted license new AM station; 1050 kc 250 w D.

KGOS Torrington, Wyo.—Granted license for new AM station and specify studio location; 1490 kc 250 w unl.

KBPS Portland, Ore.—Granted request to remain silent for the period beginning June 3 and ending in no event later than Sept. 18 in order to observe school vacation period only.

WKNY Kingston, N. Y.—Granted mod. license to change corporate name to Kingston Bcstg. Corp.

WPAT Paterson, N. J.—Granted license change in hours of operation, increase in power, install DA-DN, install new trans; 930 kc 5 kw-DA unl.

WKRM Columbia, Tenn.—Granted CP to install new trans.

KIUN Pecos, Tex.—Granted CP to install new trans.

KLIC Monroe, La.—Granted CP to change studio location.

KWTO Springfield, Mo.—Granted mod. CP to use aux. trans. as an alternate main trans. for night use and for aux. purposes for daytime.

KULE Ephrata, Wash.—Granted mod. CP to change type of trans.

WCLI Corning, N. Y.—Granted mod. CP to change type trans.

KJBC Midland, Tex.—Granted mod. CP to change type trans. and make changes in ground system.

KYMA Yuma, Ariz.—Granted mod. CP for extension of completion date to 12-27-50.

Following granted mod. CPs for extension of completion dates as shown: KGGF Coffeyville, Kan. to 12-20-50; WPRA Mayaguez, P. R. to 6-19-50; WNXT Portsmouth, Ohio to 12-21-50; KYUM Yuma, Ariz. to 9-15-50; WSAY Rochester, N. Y. to 12-15-50.

Following granted applications for renewal of licenses of remote pickups on regular basis: KA-5237; 5238, KMYR Bcstg. Co., area Denver, Col.; KAA-922, KMYR Bcstg. Co., Denver, Col.; KA-5045, WHAS, Inc., area Louisville, Ky.

Following granted applications for renewal of licenses remote pickups on regular basis subject to change in frequency which may result from the proceedings in Docket 6651: KA-3418-3419, Don Lee Bcstg. System, area Los Angeles, Calif.; KA-3053, 3054, area San Francisco; KA-5710, WKRZ Inc., area Oil City, Pa.

Granted following applications for renewal of licenses remote pickups on regular basis pursuant to action in Docket 8711, et al; operation on these frequencies is subject to condition that no harmful interference is caused to stations operating in accordance with existing frequency service allocations (Section 2.103 and 2.104 of Commission Rules) and in no event shall operation on these frequencies be continued after July 1. The authority contained herein shall be without force and effect after July 1 unless modified, pursuant to filing of application therefore, to conform with the frequency assignment provisions of Section 4.402 of Commission rules: KA-3420, Don Lee Bcstg. System, area Los Angeles; KA-3055, area San Francisco; KA-4631; 4632, Appalachian Bcstg. Corp., area Bristol, Va.

May Box Score

STATUS of broadcast station authorizations and applications at FCC as of May 31 follows:

	AM	FM	TV
Total authorized	2,291	744	109
Total on the air	2,135	698	103
Licensed (All on air)	2,113	495	40
Construction permits	178	246	69
Conditional grants		2	
Total applications pending	978	120	402
Requests for new stations	299	18	351
Requests to change existing facilities	266	28	16
Deletion of licensed stations in May	2	6	
Deletion of construction permits	2	10	
Deletion of conditional grants			

WWJ-FM Detroit, Mich.—Granted mod. CP for extension of completion date to 7-16-50.

June 6 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: KIUP Durango, Col.; WELL Battle Creek, Mich.; KCHS Hot Springs, N. M.; WGBG Greensboro, N. C.; WPAY Portsmouth, Ohio; WRAK Williamsport, Pa.; WBTH Williamson, W. Va.

June 7 Applications . . .

AM—800 kc

Jules J. Paglin, New Orleans—CP new AM station on 790 kc 500 w D AMENDED to request 800 kc 1 kw D DA.

License Renewal

Request for license renewal AM station: WMSL Decatur, Ala.; WSGC Elberton, Ga.; WNEX Macon, Ga.; KVFD Fort Dodge, Ia.; WHLB Virginia, Minn.; KTTS Springfield, Mo.; WABY Albany, N. Y.; WEST Easton, Pa.; WDAS Philadelphia; WHAL Shelbyville, Tenn.; KUNO Corpus Christi, Tex.; KLUF Galveston, Tex.

Modification of CP

WACR Columbus, Miss.—Mod. CP new AM station for extension of completion date.

WBNS-TV Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

CP to Replace CP

KVIM New Iberia, La.—CP new AM station to replace expired CP on 1570 kc 1 kw D.

AM—1320 kc

WRJW Picayune, Miss.—CP AM station to change from 1320 kc 1 kw D to 5 kw D.

June 8 Applications . . .

ACCEPTED FOR FILING

AM—940 kc

WTPS New Orleans—CP AM station to change from 940 kc 1 kw-D 500 w-N DA-N to 940 kc 5 kw-D 1 kw-N DA-N.

(Continued on page 88)

LICENSE FEES

Action This Session Unlikely

SENTIMENT for assessment of license fees on broadcast station applications, shared alike by FCC and in certain Congressional quarters, appears to have subsided in the wake of other pressing business and may die aborning before Congress adjourns.

Authorities of two committees to which separate proposals for such legislation have been assigned concede that if revenue measures are considered at all, lengthy hearings probably would be in order. They point out, however, that time is rapidly running out and feel there's little likelihood of action in this Congress.

The move to impose fees on license applications is based on a bill (HR 7711) by Rep. Cecil R. King (D-Calif.) which would direct a Treasury Dept. study on methods of collecting fees and charges not now assessed, and on an FCC report to Sen. John L. McClellan (D-Ark.) indicating it would be receptive to levying fees on certain of its special services [BROADCASTING, March 20].

The King measure has been referred to the House Ways & Means Committee, which now is awaiting recommendations of the Treasury Dept. and Budget Bureau on the feasibility of such legislation.

Opens Law Office

EUGENE L. BURKE, broadcast attorney with FCC until 1946 and since that time with the Washington law firm of Hayes & Hayes, last week announced establishment of his own law office at 821 15th St., N.W., Washington 5, D.C. Telephone is Sterling 3717. He will engage in radio and general practice. Mr. Burke joined FCC's accounting division in 1935 and later was transferred to the common carrier legal staff and subsequently to the broadcast legal staff of the Commission. In 1944-45 he was a Navy communications officer.

MILWAUKEE County Radio Council has presented WTMJ Milwaukee with two first awards for public service programs for 1950. Shows are *Mr. Jaycee* and *Young Moderns and Authors*.

Headaches Face Board

(Continued from page 18)

to this post in May by Mr. Ryan. Last week the title of the position was changed to director of station relations. Mr. Huffington has taken a preliminary excursion into the field to contact a number of stations in the South Atlantic area but plans to remain in Washington a while to become thoroughly acquainted with NAB activities and to plan his membership contacts.

New directors who sit as full-fledged board members for the first time since last winter's elections are William B. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; A. D. Willard, Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC Washington, FM stations. They will attend an indoctrination meeting June 19.

The board is to elect a director-at-large for large stations to succeed Mr. Ryan, who resigned as a director last April when he was elected NAB general manager. The Fellows vacancy is to be filled at the same time.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

BONAPARTE'S RETREAT

On Records: Gene Krupa—Vic. 20-3766; Pee Wee King—Vic. 21-0111; Kay Starr—Cap. 936; Buzz Butler—Dec. 46209; Leon McAuliffe —Col. 20706.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

IT'S

WOAI

IN THE SOUTHWEST

● 316,700 families listen to WOAI daytime three or more times per week (BMB).

● WOAI leads in share of audience morning, afternoon and night (Hooper).

● WOAI has the top 22 daytime weekday programs in San Antonio (Hooper).

● For availabilities on the Southwest's best buy—call our representative (Petry).

CLEAR CHANNEL-50000 WATTS
WOAI
SAN ANTONIO

NBC-TQN

Represented Nationally by
EDWARD PETRY & CO., INC.
New York • Chicago • Los Angeles
St. Louis • Dallas • San Francisco
Detroit • Atlanta

Docket Actions . . .

INITIAL DECISION

WCTT Corbin, Ky.—Examiner Fanney N. Litvin announced initial decision to grant application of Corbin Times-Tribune Inc., to change from 1400 kc 250 w unlimited to 680 kc 1 kw unlimited, directional night and change transmitter and studio locations. See story this issue. Decision June 6.

OPINIONS AND ORDERS

Mount Vernon Bcstg. Co., Mount Vernon, Ohio and Beer and Koehl, Ashland, Ohio—By memorandum opinion and order denied petition of Mount Vernon Bcstg. Co., requesting reversal of Commission's decision of Feb. 1, which denied application for new station at Mount Vernon, and granted application of Beer and Koehl for new station at Ashland, Ohio. Order June 2.

WIBK Knoxville, Tenn.—By memorandum opinion and order denied petition filed by Independent Bcstg. Co., for reconsideration, rehearing or reopening of proceeding, directed against Commission's action denying application for FM CP and AM license. Granted authority to continue operation for thirty days from release of this memorandum opinion and order to wind up affairs and cease operation. Order June 2.

KTRH Houston, Tex. and KSEO Durant, Col.—Announced memorandum opinion and order to grant petition of KTRH Bcstg. Co. for reconsideration and rehearing insofar as it attacks inconsistent findings in para. 51 and 53 of Findings. First sentence in par. 51 of decision of Jan. 27 was corrected. In all other respects petition for rehearing and consideration was denied, and petition of Democrat Printing Co., Durant was denied.

Deletions . . .

ONE FM authorization reported deleted

FCC Actions

(Continued from page 87)

Applications, Cont.:

AM—900 kc

West Texas Bcstrs. Inc., Plainview, Tex.—CP new AM station 1570 kc 250 w D AMENDED to request 900 kc and change studio location to Floydada, Tex.

SSA—1410 kc

WFCB Dunkirk, N. Y.—SSA AM station to operate on 1410 kc 500 w unl. DA-2 for period not to exceed six mos. or until final decision is reached.

Modification of License

WLYN Lynn, Mass.—Mod. license AM station to increase power from 500 w D to 1 kw D on 1360 kc.

License Renewal

Request for license renewal AM station: KIFI Idaho Falls, Ida.; WBNY Buffalo, N. Y.; KWIN Ashland, Ore.; KUGN Eugene, Ore.; WJAC Johnstown, Pa.; WLOW Portsmouth, Va.; KODI Cody, Wyo.

Modification of CP

WKAP Allentown, Pa.—Mod. CP new FM station for extension of completion date.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 8

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,113	182		301	279
FM Stations	700	497	241	3*	18	13
TV Stations	105	40	69		352	182

* Two on the air.

CALL ASSIGNMENTS: KAPA Raymond, Wash. (Pacific Bcstg. Corp., 1340 kc, 250 w fulltime); KJSK-FM Columbus, Neb. (George Basil Anderson, (101.5 mc) Ch. 268); KRMO Monnett, Mo. (Carthage Bcstg. Co., 990 kc 250 w day); WFMW Madisonville, Ky. changed from WCIF (Messenger Bcstg. Co.); WFMC Goldsboro, N. C. (Southern Radio & Television Corp., (105.5 mc) Ch. 288); WFMW-FM Madisonville, Ky. changed from WFMW (Messenger Bcstg. Co. Inc.); WJWL-FM Georgetown, Del. (Rollins Bcstg. Inc. (101.5 mc) Ch. 268).

* * *

by FCC last week. Total to date: AM 21; FM 64; TV 2.

WRGK Brookfield, Ill.—WRGK Inc. CP June 2. Economic.

New Applications . . .

AM APPLICATIONS

Seaford, Del.—Elizabeth Evans, 900 kc, 1 kw day. Estimated construction cost $12,890. Mrs. Evans was employed by Radio Corp. of America from 1930 to 1948 and more recently assisted her husband in the promotion and operation of WDOV Dover. Mr. Evans was licensee of that station. Filed June 2.

Bowling Green, Ky.—J. Granville Clark, 1340 kc 250 w unlimited. Estimated construction cost $17,000. Mr. Clark, individual applicant, is engaged in general law practice in Russellville, Ark. Filed June 7.

Tahoe Valley, Calif.—Radio Tahoe, 1240 kc, 250 w unlimited. Elwood R. Horwinski, sole owner, was owner of Electronic Mt. Radio Sales & Service, Lafayette, Calif. from 1944 to 1949 and is now owner Tahoe Radio (radio and electrical equipment service). Estimated construction cost $2,090. Filed June 7.

FM APPLICATIONS

Carmi, Ill.—Carmi Bcstg. Co., Class B FM station Ch. 247 (97.3 mc), ERP 10.7 kw, ant. 212 ft. Estimated construction cost $7,722.50. Carmi Bcstg. Co. is licensee of WROY AM outlet Carmi. Filed June 8.

TV APPLICATION

New Orleans, La.—The Times-Picayune Pub. Co., new commercial TV station Ch. 4 (66-72 mc) ERP 21.5 kw vis., 18 kw aur. Resubmitted June 5.

TRANSFER REQUESTS

WKOY Bluefield, W. Va.—Transfer of 583⅓ sh. of stock in WKOY Inc., licensee, from Odes E. Robinson to J. Lindsey Alley for $5,833. Ownership after transfer will be: Mr. Alley 56⅔ (controlling interest); E. Bernard Jarrett, 33⅓% and retention by Mr. Robinson of 10%. Mr. Robinson is principal owner of WVMI Biloxi, Miss. and wishes to take up residence there. WKOY operates with 250 w fulltime on 1240 kc. Filed June 5.

WIVY Jacksonville, Fla.—Transfer of control in WIVY Inc., licensee, from Frank L. Denton and L. Frank Jones to Edward J. Oberle for $50,000. Mr. Oberle is owner of Institute of Radio & Television, Jacksonville. WIVY is assigned 1 kw day on 1050 kc. Filed June 5.

KNGS Hanford, Calif.—Assignment of license from Samuel M. Beaubaire, individually and Samuel M. Beaubaire and Harriett S. Beaubaire as joint executors of the estate of Stanley S. Beaubaire, deceased to Samuel M. and Harriett S. Beaubaire, equal partners d/b as Hanford Sentinel and Journal. KNGS is assigned 1 kw unlimited on 620 kc. Filed June 6.

WKRT-AM-FM Cortland, N. Y.—Assignment of licenses from Cortland Bcstg. Co., Inc., to Radio Cortland Inc. for $100,000. Principals in Radio Cortland include Leighton A. Hope, National City Bank of New York, overseas branch from 1946 to 1950, president, 33⅓%; Robert M. Hope, general manager WWWB Jasper, Ala., vice president, 33⅓% and Polly G. Hope, secretary, 33⅓%. Gerald Mayers, presently president and general manager of WKRT wishes to devote more time to his law practice. WKRT is assigned 1 kw day, 500 w night on 920 kc. Filed June 6.

WHOM and WALK-FM Jersey City, N. J.—Transfer of control in Atlantic Bcstg. Co. Inc., licensee, from Generoso Pope, deceased, to Catherine Pope, Fortune Pope, Anthony Pope and Generoso Pope Jr., executors of estate of Generoso Pope Sr. [BROADCASTING, May 8, p. 43]. WHOM is assigned 5 kw fulltime, directional, on 1480 kc. Filed June 2.

WGAI Elizabeth City, N. J.—Assignment of license from WGAI Radio Co., licensee, to WCNC Inc. for consideration of $21,000. Principals in new corporation include: Joseph A. Gill, ⅓ owner WCNC; Herbert Peele, 66% interest in WGAI; Kate Ford Peele, 1% interest in WGAI; W. P. Heffernan, general and commercial manager WGAI; Samuel A. Twiford, ⅓ interest WCNC; Elwyn P. Leary, ⅓ WCNC and Thomas Peele, 33⅓% interest WGAI. Corporation agrees to make available $10,000 to new corporation after transfer is effectuated. This is a combination of assets of WCNC and WGAI as a single operation. WCNC frequency to be vacated. WGAI is assigned 1 kw day, 500 w night, directional, on 560 kc. Filed June 2.

KSLO Opelousas, La.—Assignment of license of KSLO Bcstg. Co., licensee, from a co-partnership composed of Hugh O. Jones, William E. Jones and Sarah Stewart Jones to William E. Jones d/b as KSLO Bcstg. Co. Sarah S. Jones receives $100 for her interest in KSLO. Hugh O. Jones transfers his interest of 55% to William E. Jones in transaction transferring WGCM Gulfport, Miss., filed simultaneously. KSLO operates with 250 w fulltime on 1230 kc. Filed June 7.

WGCM Gulfport, Miss.—Assignment of license from WGCM Bcstg. Co., licensee, co-partnership of Hugh O. Jones and William E. Jones to Hugh O. Jones tr/as WGCM Bcstg. Co. Consideration is $1,500 and Hugh Jones 55% interest in KSLO Opelousas, La. See transfer above. WGCM is assigned 250 w fulltime on 1240 kc. Filed June 7.

KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos, all N. M.—Assignment of licenses from Rio Grande Bcstg. Co., licensee, to Alvarado Bcstg. Co. Inc. Resubmitted see BROADCASTING, May 8. Filed June 7.

WMLT Dublin, Ga.—Transfer of control in Dublin Bcstg. Co., from George T. Morris to his son W. Newton Morris through a number of stock transfers dating back to Dec. 1949 WMLT is assigned 250 w fulltime on 1340 kc. Filed June 1.

WWEZ New Orleans—Assignment of license from A. L. Chilton, Leonore H. Chilton and Ralph James Wood, partnership d/b as Sky Bcstg. Service to WWEZ Radio Inc., for $50,000 and assumption by corporation of promissory note of Sky Bcstg. Service to Dallas National Bank for $100,000. Sky Bcstg. owns KSKY Dallas and operation would be simplified to manage stations as entities. WWEZ is assigned 5 kw fulltime, directional, on 690 kc. Filed June 1.

WFGM Fitchburg, Mass.—Assignment of license from Donald L. Coleman Jr., Albert E. Keleher Jr., J. Gordon Keyworth and James L. Spates d/b as Wachusett Bcstg. Co. to new corporation. Mr. Spates withdraws and receives $1,100 amount paid by him into company. The amounts to be paid or stock issued the others represents sums paid out or services rendered by each party. Ownership upon completion of transfer will be: Donald Coleman 12%; Albert E. Keleher Jr., 25% and Ansel E. Gridley 63%. Corporation has been formed as more appropriate means of conducting business. WFGM is assigned 1 kw day on 1580 kc. Filed June 1.

KSFE RENEWAL

FCC Questions Transfer

INVESTIGATION to determine whether or not an unauthorized transfer of control of KSFE Needles, Calif., has occurred was reported by FCC last week as basis for its hearing ordered to begin Aug. 14 on the station's renewal of license application. KSFE is assigned 250 w fulltime on 1340 kc.

License to Oscar D. Shelley tr/as Shelley Radio Electric Co., KSFE has pending an application for sale of the station for $15,000 to Floyd Kenyon Reed [BROADCASTING, Dec. 19, 1949]. FCC's order for the hearing specified the Commission wished to obtain full information on the "circumstances leading up to and surrounding the ownership of 49%" of KSFE by Mr. Reed between Nov. 9, 1948 and May 21, 1949, and a contract of the latter date relating to a mortgage held by Mr. Reed for all the physical equipment of KSFE.

The order indicated FCC wished to obtain full details of the Dec. 5, 1949, contract between Messrs. Shelley and Reed for purchase of the station by Mr. Reed and to determine Mr. Reed's control over the station's operation since Nov. 9, 1948.

YOU CAN CALL YOUR SHOTS

ON THE

ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

Procedure Question

(Continued from page 24)

...s counsel in a situation where it ...annot and did not know the de...ailed happenings in the hearing ...oom. . . ."

"If the Commission itself de...ires to conduct these hearings," ...r. Fulton continued, "they should ...e held before the Commission and ...ot the examiner."

In a news conference Thursday ...fternoon Mr. Fulton reiterated ...hat "after two and a half years, a ...an ought to have a chance to put ...n his witnesses." If FCC had ...harges to make, he said, it should ...ave made them in revocation pro...eedings. He insisted that so long ...s the proceeding is held to be a ...enewal case, the applicant has the ...ight to introduce his own evidence ...irst.

Confident of Winning

He reviewed the history of the ...ichards proceedings, and declared: ..."We'll meet this case anywhere and ...verywhere, and we'll win it."

Mr. Fulton said he had accepted ...ubpenas issued by FCC for the ...ppearance of Mr. Richards and ...MPC General Manager Robert O. ...eynolds [BROADCASTING, June 5]. ...e said Mr. Richards is desirous of ...estifying, but that his physicians ...ave said it might prove fatal for ...im.

He hit FCC again for its post...onement of the hearing, declaring ...t was "mighty liberal" of the Com...ission to hold up the proceeding ...or nine days at the request of FCC ...ounsel when it wouldn't grant him ...n additional 24 hours to acquaint ...imself with the case when he was ...irst retained by Mr. Richards.

He said the postponement had ...ost to us" the testimony of Father John J. Cavanaugh, president of Notre Dame U., who had been slated to testify last week on behalf of Mr. Richards. He released a telegram from Father Cavanaugh which said other commitments, including a visit to Europe, would make him unavailable for some time.

Meanwhile, at a pre-hearing conference held last Tuesday it was agreed that some 7,000 news scripts broadcast by KMPC since Sept. 28, 1947, would be microfilmed for use by FCC in presentation of its case.

Mr. Cottone made the request and also charged that KMPC scripts apparently had been gone through since Sept. 28, 1947, since sections are missing. FCC also has asked for scripts of WGAR and WJR.

Examiner Cunningham said he hoped to complete the entire Richards hearings—the KMPC phase as well as those at WJR and WGAR, if necessary—without a recess. Joseph W. Burns, associate counsel for Mr. Richards, protested that the arrangement under Examiner Johnson had contemplated recesses between phases.

...LAUD RICHARDS

'Hill' Defenders Rally

...CC would exceed "any authority ...ested in it by Congress" if the ...ommission decides to "penalize" ...G A. (Dick) Richards "because of ...is personal views," Rep. Stephen ...M Young (D-Ohio) told his House ...olleagues last Wednesday.

Rep. Young alluded to a speech ...ast month by Rep. Anthony F. ...auriello (D-N. Y.), who scored ...CC for accepting the testimony of ...ete Roberts "as the Commission's ...ar witness" in hearings on the ...ews policies of the owner of WJR ...etroit, WGAR Cleveland and ...MPC Los Angeles. Rep. Tauriello ...harged that Mr. Roberts, former ...MPC newscaster, had made de...ogatory remarks against people ...f Southern Italy, and questioned ...is credibility as a government ...itness.

"Freedom of speech, freedom of ...he press, and freedom of the air...aves are basic privileges," Rep. ...oung asserted. "I can hope that ...he FCC will keep this in mind." ...e reminded that the Communica...ons Act contained a "definite ban ...gainst any form of censorship."

KMPC BROCHURE

Hits FCC in Richards Case

ATTRACTIVE and hard-hitting brochure called "Penalty for Patriotism" attacks the FCC's stand involved in the alleged "news slanting" proceeding against G. A. Richards, owner, KMPC Los Angeles, WJR Detroit and WGAR Cleveland.

Prepared by KMPC, the 20-page booklet outlines the case history of the proceeding and describes the stations' viewpoint. Featured is a statement by Hugh Fulton, stations' chief counsel at the Los Angeles hearings, on the credibility of witnesses.

Theme of the brochure is that the FCC proceeding may be the first step toward eventually eliminating freedom of speech from both radio and the press. To substantiate this claim, news clippings introduced as evidence as well as newspaper and magazine editorials which defend the stations are reprinted. Excerpt from the *Congressional Record* and letters written by civic, industry and church groups are included.

FCC Studies Boosters

TEMPORARY extension of licenses for 30 days has been granted by FCC for the two 250-w booster stations of WINX Washington, 250-w outlet on 1340 kc owned by William A. Banks. FCC indicated the boosters are licensed as developmental units and there has been no definite program of research or experimentation conducted by WINX in this respect. The Commission said the boosters are like a big directional array effecting a 750-w station and there is a question of the advisability of continuing such an arrangement. The license extension was granted pending further technical study, FCC indicated.

GETTING close to his project—Tower Isle, multimillion-dollar resort hotel in Jamaica, British West Indies—is WMPS Memphis Program Director George Faulder. Station is broadcasting a series of 13 programs prepared by Mr. Faulder calling attention to the vacation spot. Station expects to announce sponsor soon.

ROYALTIES

SCOTUS Upholds Hazeltine

THE RIGHT of a patent licensor to collect royalties under a contract with a patent licensee, whether the patents are used or not, was upheld by the Supreme Court last week.

By a 6-2 vote, the Court affirmed a lower court's decision upholding Hazeltine Research Inc.'s suit to collect royalties from Automatic Radio Mfg. Co., of Boston, which had a non-exclusive patent license agreement with Hazeltine covering some 570 broadcasting patents and applications.

The Court majority said, in part:

. . . The mere accumulation of patents, no matter how many, is not in and of itself illegal. . . . Petitioner [Automatic] cannot complain because it must pay royalties whether it uses Hazeltine patents or not.

What it acquired by the agreement into which it entered was the privilege to use any or all of the patents and developments as it desired to use them. If it chooses to use none of them, it has nevertheless contracted to pay for the privilege of using existing patents plus any developments resulting from [Hazeltine's] continuous research.

We hold that in licensing the use of patents to one engaged in a related enterprise, it is not *per se* a misuse of patents to measure the consideration by a percentage of the licensee's sales.

1942 Agreement

The Hazeltine-Automatic agreement was reached in 1942, for a term of 10 years. Automatic acquired permission to use, in the manufacture of its "home" products, any or all patents which Hazeltine held or to which it might acquire rights. In return, Automatic was to pay royalties based upon a percentage of the selling price of complete broadcasting receivers, the sum in no event to be less than $10,000 a year.

The Court's decision was written by Justice Sherman Minton. Justices William O. Douglas and Hugo Black dissented in an opinion written by Justice Douglas. Justice R. H. Jackson did not participate.

RMA Reorganizes

(Continued from page 20)

spending of about $35,000. Expenses included $20,000 accompanying activity to eliminate the 20% federal excise tax on radios, TV sets and phonographs.

Special luncheon guests included FCC Comr. George E. Sterling; Jack Poppele, president of the Television Broadcasters Assn., and former Sen. Burton K. Wheeler, now RMA counsel.

Retiring president Cosgrove, speaking at the luncheon, deplored "political pressure which has been put on the industry to bring out color TV before it was developed." He said "there is no question but that Washington hearings have expedited the research on color TV. It has been extremely unfortunate that some people have mistakeningly interpreted the public interest."

He construed public interest to be for better black-and-white reception. He termed color promotion "untimely" because of "aggressive" black-and-white development and 50% set price reductions in the past year.

Predicting use of 9½ million sets by the year's end, Mr. Cosgrove said: "The future looks extremely bright for all of us."

NATIONAL Highway Users Conference is sending factual story of role played by highway transportation in American economy to more than 2,000 agencies, plus many radio stations and newspapers.

MAJOR LEAGUE BASEBALL

Rings the Bell for

LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM

Dallas, Texas

At Deadline...

AT&T MAY REQUEST SUBPENAS IN TV HEARING

AT&T SPOKESMEN said Friday they will seek subpenas if necessary to secure re-appearance of telecasters who testified in FCC hearing few weeks ago in general favor of requiring AT&T to interconnect its network TV facilities with those of Western Union. Disclosure was made during further sessions of interconnection hearing (early story page 49). Telecasters who testified at previous session were representatives of WOR-TV New York and WOIC (TV) Washington; ABC, CBS, NBC and DuMont network [TELECASTING, May 8].

William G. Thompson, assistant vice president of AT&T, meanwhile testified that requiring AT&T interconnection with WU would increase cost of service without meeting any demand for service which is not already being met. He said by end of 1950 AT&T will have invested almost $70 million in efforts to provide national network service for TV.

CBS TALKS CONTINUE

NEGOTIATIONS for new contract for CBS technical employes in New York to replace contract expired May 28 were continuing Friday, with working conditions a main point of contention although still slight discrepancy between union's money demands and network's offered increase. With no present contract in effect, IBEW can call men out any time without notice. While new contract is for New York only, it will probably set pattern for IBEW contracts at other CBS operating points.

UHF BAND SOUGHT FOR TV

USE OF 470-500 mc by UHF television will serve greater public interest than limited use by various mobile and common carrier services, FCC was told Friday by Dr. Thomas T. Goldsmith, Allen B. DuMont Labs research director, at hearing on proposal to allocate that part of spectrum to mobile group (see early story page 49). Even full use of VHF and UHF channels will still leave scarcity situation in Midwest and Eastern Seabord. This portion of TV proceeding expected to be completed this Wednesday with testimony by F. J. Bingley, Philco Corp. chief TV engineer, and Frank Marx, ABC vice president in charge of engineering, latter appearing in behalf of Television Broadcasters Assn. Question undecided as to further evidence by broadcasters next fall after color decision and UHF data reports.

NEW YORK FORD MOVIES

NEW YORK Ford Dealers, through J. Walter Thompson Co., to sponsor 2¾ hours to present *Ford Movie Night*, effective June 26, on WOR-TV New York. Program will feature J. Arthur Rank movie plus western, comedy short and sports newsreel.

JOINS NEW YORK BOARD

GENEROSO POPE Jr., vice president of WHOM New York, last Friday was sworn in as member of New York board of higher education, by Mayor William O'Dwyer. It is rumored Mayor O'Dwyer will resign from mayoralty to accept offer to head Generoso Pope Foundation, created by late Generoso Pope, at salary said to be $100,000 annually.

'VOICE' HEARINGS PLANNED

HEARINGS will be held by special Senate Foreign Relations subcommittee on resolution (S Res. 243) by Sen. William Benton (D-Conn.) to expand Voice of America and other State Dept. information services, it was indicated Friday. Committee Chairman Tom Connally (D-Tex.) named Sen. Elbert D. Thomas (D-Utah) as chairman and also appointed Sens. Brien McMahon (D-Conn.), J. William Fulbright (D-Ark.), H. Alexander Smith (R-N. J.) and Henry Cabot Lodge Jr. (R-Mass.). Sen. Benton is sponsor of move to set up radio networks abroad.

COHEN RESIGNS FROM FCC

RESIGNATION of Harold J. Cohen as chief of FCC's new Common Carrier Bureau to join New York law firm of Root, Ballantine, Harlan, Bushby & Palmer was announced by FCC Friday, effective today (Monday). Jack Werner, assistant chief of bureau, who joined FCC as attorney in 1946, was designated acting chief. Common Carrier Bureau was first of four functional units to be established by FCC in its functional realignment [BROADCASTING, March 13].

WOR PROMOTES KING

WARREN KING, former assistant sales manager, WOR New York, promoted to radio sales account executive, handling retail outlets in metropolitan area. William B. Jennings, formerly with sales department of Gulf Oil Co., Atlanta, succeeds Mr. King.

CBS ENDS HOWE PACT

EFFECTIVE Sept. 1, CBS terminates its contract with Quincy Howe, at news analyst's request. Mr. Howe becomes associate professor, School of Journalism, U. of Illinois. He will also broadcast news analyses over university's station, WILL Urbana.

TV CENSORSHIP ARGUED

QUESTION whether state board can censor motion picture film used on television reargued Friday before U. S. Court of Appeals for Third Circuit, Philadelphia. Pennsylvania state board argued against U. S. District Court decision which had ruled invalid board's order that film be censored before telecast by TV stations. Court's ruling followed petition by group of Pennsylvania television stations that declaratory judgment be issued to restrain board's order on grounds it conflicted with Communications Act and outside state's jurisdiction.

FOUR CBS SHOWS RENEWED

FOUR CBS shows, three sponsored by Procter & Gamble Co. and fourth by Campbell Soup Co., renewed for 52 weeks. Campbell's *Club 15* renewal date is July 3. P&G shows, *Beulah* and *Jack Smith Show*, effective July 3; *The FBI in Peace and War*, effective July 6.

PABST WRESTLING

PABST SALES CO. (Blue Ribbon beer), through Warwick & Legler, New York, considering sponsorship of TV wrestling matches in about six cities.

TV SPOTS RECOMMENDED

BBDO, New York, has recommended television spot schedule to its client, DeSoto Division of Chrysler Corp.

Closed Circuit

(Continued from page 4)

quarters, acquire any of properties, realignment might be involved.

BEST FOODS (Nucoa oleomargar through Benton & Bowles, New York, ning spot announcement campaign July about 150 stations.

DAVID CARPENTER, first and last ge manager of WCON Atlanta which ce operation May 31 following merger of At newspapers, has joined Music Corp. of A ica as directing head of MGM Radio At tions, marketed by MCA as sole distrib MGM programs are packaged thr WMGM New York under executive dire of Bert Lebhar. Crenshaw Bonner, fo national sales manager of WCON, will tion in similar capacity under Mr. Carpe at MCA.

MAIN POINT to be resolved in move separation of Broadcast Advertising Bu from NAB is whether membership in N shall remain prerequisite for membership BAB. If BAB should cut loose entirely independent organization, it's pointed some small stations probably could not af membership in both. Prerequisite patt according to its proponents, is followed newspapers under ANPA and its Bureau Advertising.

SLATED to leave NAB after 12 years service is Arthur C. Stringer, director of nual equipment and service exposition at dustry convention, author of station mana ment studies and spark behind commer development of station news services.

FEELING persists that NAB should s scene of convention, for one year at least. cause of recent Chicago rhubarb there's mo ing sentiment in favor of New York as wel Washington.

IN WORKS at Federal Trade Commis are stipulation agreements in governme cases against five antihistamine firms cha with "deceptive" ads. Hearings on Bris Myers Co. and Anahist Co. complaints "p poned indefinitely" pending imminent announcement on "settlement."

FCC PLANNING top-level study of po bility of assuming jurisdiction over FM TV receiver design because of interfere from spurious emissions [TELECASTING, J 5]. Besides clear warning of Chairman at RMA convention (story page 20), it's derstood Law Bureau now is investigatin for report to Commission—legal basis for s action. If Commission takes jurisdiction, p edent of no FCC authority over receiv would be broken.

SERIOUS IMPLICATIONS of FM-TV in ference with other sets and with avia radio range system (see above) are fore in connection with whole TV allocation p lem. For example, it's pointed out, whole tion of color compatibility could be kno into cocked hat if alterations in IF circu were ordered for six million sets now in as well as those on production lines. In event, some experts aver, adapters for compatible color also could be ordained, a ing FCC finally did adopt non-comp standards.

GIESY JOINS RCA VICTOR

DON GIESY has closed his New York publ firm to join publicity department of Victor in Camden, effective June 14.

113% GREATER

Total Weekly Family Audience
DAYTIME
WTAG with 136,570
delivers 113% more families than the closest second station

BMB
Station Audience
Report
Spring 1949

213% GREATER

6 or 7 DAYS Families
WTAG with 102,230
delivers 213% more families than the closest second station

See Raymer for all details

WTAG
WORCESTER
BASIC CBS
580 KC

Industrial Capital of New England